

Electrical Merchandising

MAY 1 1931

McGraw-Hill Publishing Company, Inc.

MAY, 1931

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IT TAKES
the walking out
of cooking

IT PUTS
the talking
into selling

EXTENSIVE research showed that what women want in a range, more than anything else, is a **BIG, FLAT WORK-SURFACE.** We've provided it in this new Model K Estate, and have made it of stainless, silvery Estalloy. ▲Your 1931 sales can be greatly increased by presenting a range so new, so different, so good to look upon, so very good to cook upon. **THE ESTATE STOVE COMPANY, HAMILTON, OHIO.**

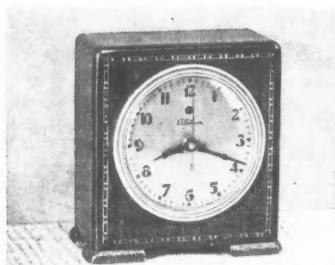


At Atlantic City, in June—
See the Model K and other new
Estate Electric Ranges—in cool
jade green, ivory and white.
Spaces 310 and 312

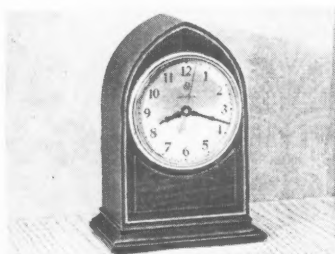
8 NEW SALES LEADERS

GIVE YOUR CASH REGISTER THE TIME OF ITS LIFE

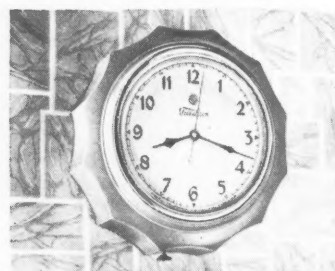
Sell the May and June Bride Market!



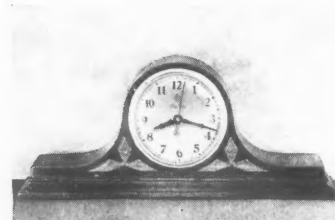
No. 326—BRISTOL. Mahogany case. 5 1/2" high. Retail price, \$11.



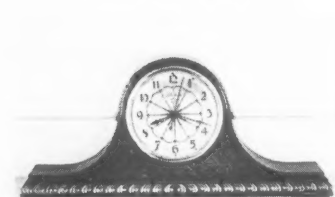
No. 327—SALISBURY. Mahogany case. 7 1/4" high. Retail price, \$9.75.



No. 454—HOSTESS. Molded case. Seven colors. Retail price, \$9.75.



No. 336—TRENTON. Mahogany case. 13" wide. Retail price, \$12.50.



No. 666—NORWICH. Mahogany case. 20" wide. Retail price, \$29.50.

HALF a million young Americans get married in May and June. These eight new models are built for this market.

Like all Telechron[®] motored clocks, these models deliver precise, trustworthy time from the electric outlet—without winding or regulating. They are designed to fit every room in the house—priced to fit every purse.

Telechron *self-starting*, synchronous electric clocks are leaders in variety and completeness of design—in price range—in public acceptance. With Warren Telechron Master Clocks in power houses, uncanny accuracy is assured by this modern method of timekeeping. Authorized Telechron dealers are supplied with complete sales helps and merchandising plans which help *sell* Telechron clocks. Telechron clocks are synonymous with progressive sales methods.

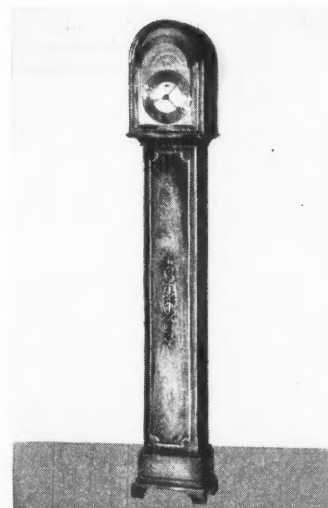
Telechron offers you maximum sales possibilities—because of the years of pioneering work behind it—and because of the dominating position it occupies in the industry. Telechron offers you prestige and sales volume.

All in all, there are so many worth-while reasons for stocking Telechron that you really ought to use the coupon just below!

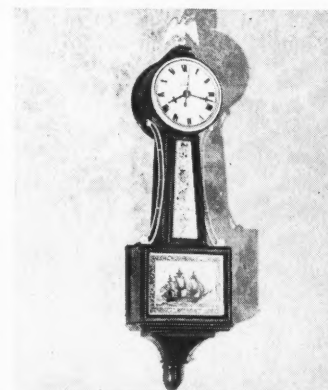
[®] Telechron is the trade-mark, registered in the U. S. Pat. Off., of the Warren Telechron Company.

[®] The Revere Clock Company, of Cincinnati, Ohio, manufactures strike and chime clocks with Telechron motors, priced from \$30 to \$1000.

Telechron

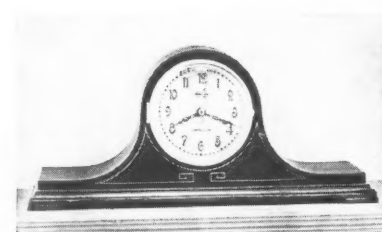


LAFAYETTE—Mahogany. 68" high. With Westminster chimes, \$97. Without, \$65.



No. 694—BULLFINCH. Mahogany. Glass panels. 20 1/2" high. Retail price, \$19.75.

**"Telechron Clocks are featured in many moving pictures.
Cash in when they come to your local theater!"**



No. R-802. Mahogany case. Westminster chimes. Retail price, \$39.

No. R-902. Same pattern. Hour and half-hour strike. Retail price, \$30.

WARREN TELECHRON COMPANY
15 Main Street, Ashland, Massachusetts

Please send me information on Telechron Electric Clocks and details of your Authorized Dealer Franchise.

Name _____

Address _____

Electrical Merchandising

Vol. 46

No. 5

Contents for May, 1931

Copyright, 1931, by McGraw-Hill Publishing Company, Inc.

<i>Prohibition</i>	by L. E. Moffat	35
<i>Putting it Up to the Dealers—And What They Did</i>		
.....	by H. E. Dexter	36
<i>Two Ways to Get Volume</i>	by S. J. Ryan	44
<i>A Modern Jacob's Ladder for Successful Selling</i>		
.....	by Roi Woolley	42
<i>Accepted</i>	by Florence R. Clauss	40
<i>This Department Store Believes in Outside Selling</i>		
.....	by Laurence Wray	48
<i>Refrigeration</i>		51
<i>Clocks</i>		54
<i>Oil Burners</i>		55
<i>Home Service</i>		56
<i>Radio</i>		58
<i>Lighting</i>		74
<i>Washers</i>		75
<i>A Tailor Made Kitchen</i>		59
<i>New Merchandise</i>		68
<i>Electrical Men of the Month</i>		78

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Tenth Ave. at 36th St., New York, N. Y.

Cable Address: "Machinist, N. Y."

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INDEX

If your special interest is in any of the following devices, please turn to pages indicated:

Ranges . . . 36-7-8-9, 48-9-50, 59-60-1
Refrigerators

36-7-8-9, 48-9-50, 51-2-3, 59-60-1

Washers.....42-3, 48-9, 50

Cleaners 42-3, 48-9, 50

Ironers 42-3, 48-9, 50

Radio.....42-3, 58, 59-60-1

Clocks42-3, 48-9-50, 54

Lighting 74

Oil Burners.....48-9-50, 55

Dish Washers 40-41

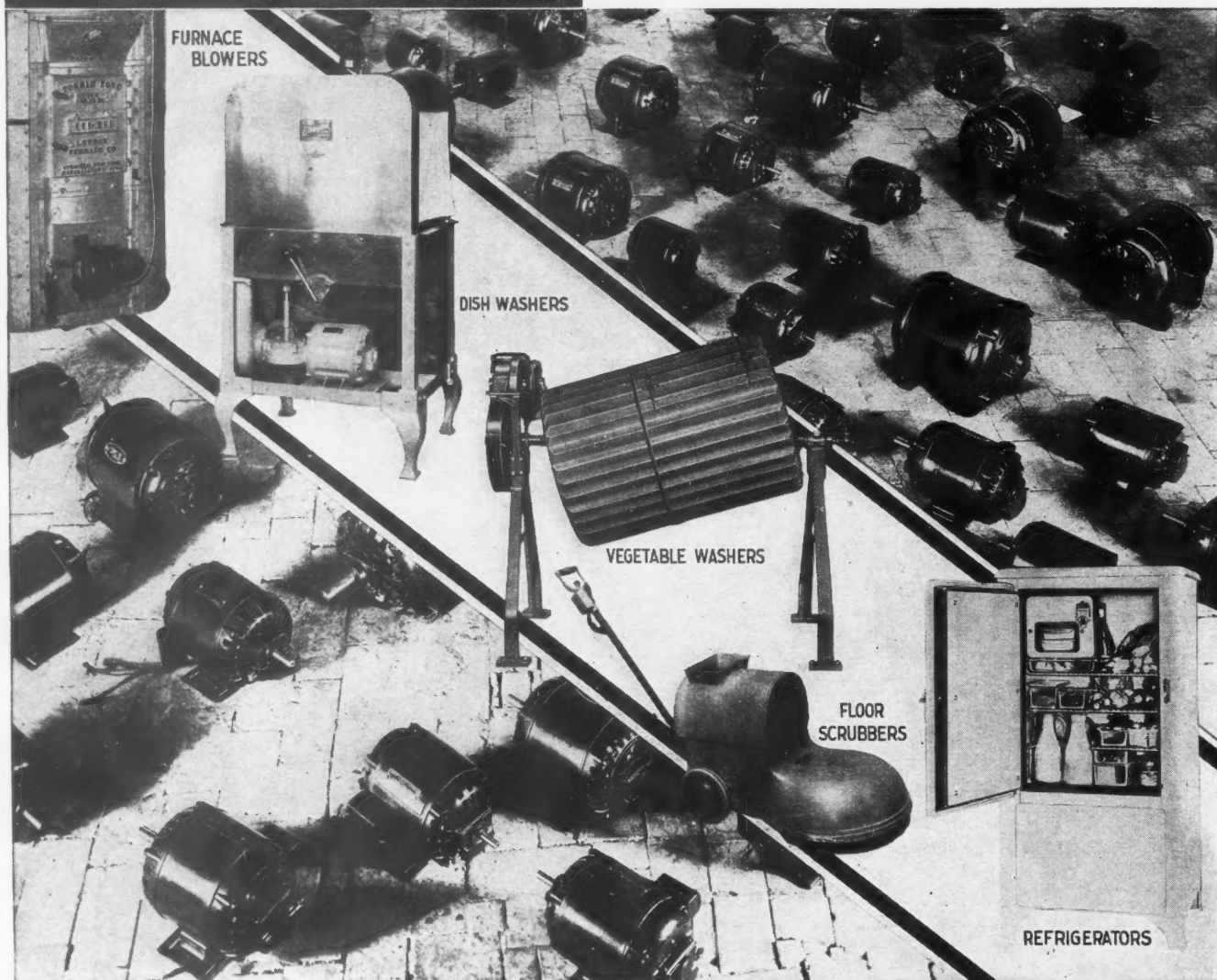


ON THE BOARDS—IN JUNE

Next month—June 8th to 12th—will find the National Electric Light Association convening again beside the boardwalk and the ocean in Atlantic City, N. J. A full program of meetings and exhibits has been planned. Our June issue of Electrical Merchandising will be a guide to the Convention—it will prepare delegates for the sessions and exhibits.

Breakdowns are breakdowns

Breakdowns are breakdowns. Whether it's the machine or the motor that's at fault makes no difference to the user. In either case the dealer is held responsible. » » » The purchaser of a furnace blower, dish washer, vegetable washer, floor scrubber, refrigerator or other appliance, does not differentiate between machine and motor. To him a breakdown is a breakdown. He expects trouble-free performance, and assumes that the dealer has selected a product with a motor which will not prove troublesome. » » » It is up to the dealer to handle appliances with motors which give



trouble-free, uninterrupted service; and it is up to the motor manufacturer to manufacture such motors. » » » For forty years Wagner has met that responsibility by constantly improving Wagner motors, both electrically and mechanically, each year incorporating the latest developments in design and construction. The ever-increasing number of dealers selecting Wagner-driven appliances indicates that they recognize their obligation of selecting motors which will stand up under all kinds of service conditions, and that they realize that to the user breakdowns are breakdowns.

Wagner

Electric Corporation

6400 Plymouth Avenue, Saint Louis, U. S. A.

**MOTORS TRANSFORMERS FANS
LOCKHEED HYDRAULIC BRAKES**

S231-6XA

MAY, 1931

Electrical Merchandising

A MCGRAW-HILL PUBLICATION ESTABLISHED 1916

L. E. MOFFATT,
Editor

Prohibition

KANSAS has another law—so has Oklahoma. A law to prohibit public utilities from merchandising. And other states have similar legislation pending. A result of the discontent caused by depressed business conditions and of the same brand of uneconomic radicalism that is responsible for legislative attacks on chain stores—this political interference holds no promise of benefit to the electrical appliance business.

It is true that there have been abuses in central station merchandising practice. In the endeavor to build markets rapidly and to achieve quickly an appliance saturation that would yield adequate domestic revenue, the power companies have not always observed their own standards of commercial ethics.

But many unethical tactics have been more silly than harmful, as in the classic instance of the waffle iron campaign which offered as an inducement—12 months to pay, a mixing bowl, a batter spoon, and the purchaser's photograph. Unfortunately, when the issue of utility merchandising is under heated discussion, such absurdities are magnified and the long history of constructive market building by electric light and power companies wholly disregarded.

▼
THE fact remains, however, that the development of the electrical appliance market has depended on the leadership of the utilities. Electrical men realize this and as a whole are opposed to legislative interference with the natural course of this business.

At least one large holding company has announced that it will withdraw, without contest, from merchandising in the states where adverse legislation has been passed. A decision which leaves in those districts not only a disrupted marketing program for the manufacturers and distributors whose goods the company handled, but which interrupts the orderly course of development in public acceptance for electrical appliances on which other merchants depend. Furthermore, in the small towns and rural communities there are no distributing outlets now functioning which can take over the handling of this merchandise. The result, therefore, will be a slowing up in the development of the whole market and a loss to the entire industry.

▼
THERE is no profit in a fight. The electrical distributing trades have always managed to settle their differences within the family and without calling in the police. Six months ago *Electrical Merchandising* proposed a simple set of principles to govern central station merchandising practice. We beg leave to state them again for what they are: not a sudden inspiration on the editor's part but a summary of the best practice now in effect in those communities where trade relations and business are both good:

1. The power companies will continue to sell merchandise.
2. They will continue to spend money promoting their business.
3. It is not in the dealers' interest that promotional expense should be curtailed.
4. It is not in the interest of the power companies to countenance any competitive practices which injure the dealers or reduce dealer sales.
5. The power companies can build load more cheaply by extending to all legitimate dealers any special allowances or terms which they institute for the purpose of promoting their own business.
6. The power companies should organize and compensate their sales force on such a basis that executive policies on cooperation are carried out.
7. The power companies should buy merchandise through recognized wholesale channels. The practice of buying direct from manufacturers weakens the wholesaler as a factor in appliance distribution, reducing the pressure for more sales through a multiplicity of small outlets and contributes indirectly to a greater distribution cost through duplication of manufacturers' selling effort.

L. E. Moffatt
EDITOR



Putting It Up To The Dealers — *and What*

WE CONCEIVE the merchandising of electrical appliances as carried on by utilities to be really only a means to an end. It is a method by which on the one hand the customer can be induced to use a large amount of electricity, with the result of less drudgery for the housewife, more livable home surroundings, and finally lower cost of electricity through increased use; and for the utility on the other hand, a greater profit on the sale of electricity due to an increase in the per-meter usage. The final test as to which plan of merchandising is the most successful,—whether it be direct sales by the utility companies, direct sales by the dealer, or a combination of the two plans, or a full cooperative plan where the utility company carries on the promotional work and the dealer makes the direct sales,—will depend upon the plan which will get the greatest amount of merchandise in use and get it to the customer at the lowest prices commensurate with a reasonable profit to the dealer. After all, the lower the price of the merchandise the wider is the market for it and ultimately the greater volume which will be sold.

However regardless of which one of these plans may work out the best, our company feels that it must maintain the right to merchandise and the right to do direct selling as long as we do not do anything to damage other legitimate merchants. In other words, we feel that the utility company is entitled to sell merchandise as long as it carries out the ideas of fair dealing with all the other trade outlets and avoids unfair practices, such as price-cutting, deferred payment plans which cannot be duplicated by the dealer or are not available to the dealer, unique trade-in allowances, free installations, or the offering of premiums. In addition to this, we feel that the utility can spend as much money for promotional work such as advertising, home service work, home

modernization work, rural development work, etc.—as the new business attached to its lines will justify from an economic standpoint; because such money is for the benefit of the entire electrical industry, including all independent dealers and the customer as well.

REASON FOR ADOPTING COOPERATIVE MERCHANDISING

Cooperative merchandising was adopted in our territory after a very thorough analysis of our market and quite an exhaustive study of the various methods by which this potential market for our service could be developed. This review showed that there were many trade outlets which should naturally be our allies rather than our competitors, and which we believed could eventually be developed to put larger volumes of merchandise on our lines if we were to step out of the direct selling of appliances, than would be the case if our company remained in the direct selling end of the business as a competitor to these outlets. As a result of this study our plans were developed along the line of the company carrying out the general promotional work, and the dealers making the direct sales of the merchandise, including the selling, the installation, the servicing, and the advertising of specific appliances, together with the cost of collection work. This analysis also led us to the conclusion that there is a definite relationship between the load building value of appliances and the amount of money which we would be justified in spending to attach the business and that this money could be used more advantageously in pioneering new fields and promoting the present dealer outlets, than in performing the direct selling work on appliances for which there was a fairly

The Experience of The Central Hudson Gas & Electric Company, Poughkeepsie, in One Year of Cooperative Merchandising With Full Dealer Sales.

They

good general public acceptance. In addition to this, the indications were that it was uneconomical for the utility to attempt to carry both branches of the business, that is, the direct sales and the promotional work. The final proof, of course, can only be obtained by a continuance of our present plan until we have obtained further specific data as to actual results.

**COOPERATIVE
MERCHANDISING PLAN**

Our cooperative plan has been a matter of slow evolution from the position where the utility sold 90% of the electrical merchandise in the territory, toward a goal where the dealer would be selling all of the electrical merchandise and at a rate greater than would have been the case if the utility had remained in the field as an active competitor.



[By H. E. Dexter

*Assistant
General Commercial Manager
Central Hudson Gas & Electric Co.
Poughkeepsie, N. Y.*

Did

The plan, as it is now operating and has been for the past year, is as follows:

**(a) Selection of Dealers and
Their Duties**

The dealer is selected because of his particular fitness in a certain designated territory and irrespective of what his previous experience may have been. Our strongest dealers are either well financed specialty dealers who have entered the appliance field since the commencement of our cooperative merchandising, or department stores. The electrical contractor-dealer (except in a few cases) either because of a lack of merchandising experience or a lack of capital, is almost a negligible factor in this picture. These dealers, because of their local color and close personal knowledge of their clientele, are able to render



Central Hudson Gas & Electric Corporation Sales School conducted by Professor Elmer Ferris, New York University, School of Commerce.

certain services,—such as the direct sale, the service and installation, and the local advertising, of specific appliances—far more effectively than the utility can. The fact that these duties can be described in a comparatively few lines does not in any way lessen their importance. On the contrary, they are all-important, because without the order all of the work that may have gone before is ineffective.

(b) Duties of the Company

The company has taken up itself the educational and general promotional work and also such technical services as are common to all of the dealers. The promotional work can in a large measure only be justified by the utility on the basis of the future development of its sale of electricity and cannot be carried solely by the merchandising profit derived from the sale of appliances. The amount which can be expended for such work should be determined from a long range study of the utility's business, projecting this business into the future for five or ten years and the basis of the facts determined from an analysis of the particular territory served. The duties performed by our company, as a result of such long-range study, can be divided into four general classes:

- (1) Continuous analysis of the market.
- (2) Planning the sales programs for the dealers and supervision over the execution of the plans.
- (3) Financing the time payment and supplying such technical services as may be necessary for carrying out the plans.
- (4) Research in the new applications of electricity and the necessary demonstrations of such uses, to furnish new fields for the sale of electricity.

(1) Continuous Analysis of the Market

The intelligent development of any sales program must be based upon a thorough knowledge of the market to be reached, including such information as the character of the people, their buying habits, their capacity to buy, etc. This information must be kept up-to-date from year to year, if the development of the business is to be carried forward economically and expeditiously.

In our company this information is kept up-to-date by a continuous market analysis, compiled from the data supplied by our new-business representatives. These representatives accomplish four important services: First, they analyze the customer's need for our service, looking at his problem with a full perspective rather than with the idea of selling only one particular appliance; Second, they check up on the operation of any present appliances that the customer may have in service and see that such appliances are kept in service; Third, they get any reactions the customer may have in regard to our service or our policy and thereby anticipate any complaints; Fourth, they supply complete data for our market analysis.

The results of the analysis of the customer's use of our service and his needs are recorded on the card, sample of which is shown in figures (a) and (b).

This card is so designed that much of the data can be recorded merely by making check marks. If the representative discovers a complaint it is reported to the proper parties and steps are taken to remedy it. If, for example, the customer is cooking with oil, the representative points out the advantage of electricity for cooking and sells the idea of using electricity, but makes no attempt to sell a specific appliance. At the close of the interview the representative indicates the customer as interested in an electric range and grades the prospect for

SURVEY CARD																																																																																																								
Date of Call		Person Calling		Date of Call Back		Type of Heater Used		Heater Connected with		State of Water Heating System		Is Water Hot?		No.																																																																																										
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do not come through as expected to take remedial steps before it is too late.

Example of Quotas for 1931		Unit for Customers	
Electric Refrigerators	2,603	1 to each	20 customers
*Electric Ranges	559	1 to each	44 customers
*Electric Water Heaters	227	1 to each	109 customers
Electric Cleaners	2,185	1 to each	24 customers
Electric Washers	2,102	1 to each	26 customers
Electric Ironers	267	1 to each	195 customers
Electric Radios	4,588	1 to each	11 customers

*Our Company is a combination company and the number of customers used in this case refers to those outside the gas area.

(3) Financing Time Payment and Supplying Such Technical Services as Necessary for Carrying Out the Plans

Two of the very important services in making a co-operative dealer program effective are the technical and promotional services which are common to all dealers. The first of these services in importance to the dealer is the financing of his time payment paper. Our company originally purchased the paper with recourse to the dealer, but soon found that if the dealers were to do the volume of business that we desired they would either have to have a large capital or some way would have to be found to make it unnecessary for them to endorse the time payment paper and carry its contingent liability.

A study of our experience in purchasing this local paper with recourse, together with the results of time payment from our own sales, showed that the losses were comparatively small, and so it was decided to purchase all new paper without recourse to the dealer, but to exercise a stricter review of the customer's credit before accepting such paper. These dealers then, once they sell an appliance on time, have it properly installed, and the paper purchased by us, are free from all financial responsibility for the sale and can put their entire effort on future sales.

You will probably immediately ask, how are the reverts handled? We find a ready market for the small percentage of reverts which we have, and the difference between the price for which they are sold and the cost at which they are represented in our accounts receivable, is charged to the cost of financing.

In a similar manner, we supply other highly specialized services that are of value to the dealer, such as Home Service, adequate lighting service, adequate wiring serv-

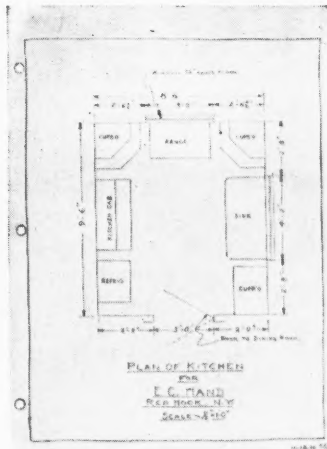
ice, emergency repair service, home modernizing service, rural development, and sales training. In other words, after an electric range has been installed our Home Service girl goes to the home and teaches the woman how to use it most effectively. If a dealer has a customer with an old house that needs rewiring and has any difficulty in making an adequate wiring layout to take care of the future needs as well as the present, he may call upon our Wiring Section to help him with the layout, and also to help him sell the idea to the customer. In the same way, we maintain service engineers who are available for our customers and the dealers to take care of emergency service and cases of trouble which the dealers are unable either to diagnose properly or to remedy. These service engineers are backed up by a service department with well-trained men located at each of our district offices, who are on call 24 hours of the day for servicing any appliances attached to our lines. This service is all billed to the customer at reasonable rates, but at rates which are competitive with those offered by our dealers. The result of this plan is that the dealers are taking over a large part of the service work principally because the work is profitable to them by helping them maintain a better load factor on their installation personnel, it gives them a further entree to the house with the opportunity of making their clients permanent and decreases the sales resistance on future sales made to the same customers.

The largest part of our business must come from the old homes for many years to come, and in selling appliances to such homes the salesman is almost invariably confronted with the fact that the home or the kitchen was not designed for the best use of the modern electrical appliances. To overcome this sales resistance and help our customers make the best use of our service, we have developed a home modernizing activity. This activity is carried on by trained women who call on customers at their request for this service, or at the request of our cooperative dealers.

After a preliminary survey, the girl in charge of a particular job submits an architect's crayon sketch in color to the customer, showing the modified kitchen, for example, with its built-in cupboards, electric range, refrigerator, color scheme of walls, linoleum floor covering, etc. If this sketch is satisfactory to the customer a complete proposal covering the entire cost of the changes is submitted to the customer, after consultation with the various dealers and builders. If the customer agrees to

(Please turn to page 67)

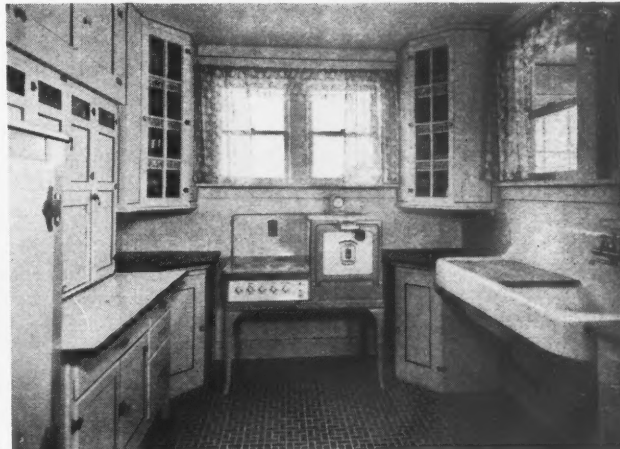
Home Service Department Plans a Kitchen



The Plan



The Sketch



The Finished Job



Photos by H. I. WILLIAMS

Accepted

OVER 920 women said "Dishwashing" in reply to a questionnaire sent to one thousand women, asking them what, in their opinion, was the most disagreeable and monotonous household task.

Eight and frequently nine, out of ten dishwasher demonstrations result in a sale, said a man who has had wide experience in selling dishwashers, from ringing doorbells to the management of a sales organization.

Women who have seen a demonstration of the dishwasher are thoroughly sold on its performance and letters received from users are enthusiastic in its praise. If the sale is not made, it is because of some factor other than performance.

This combination of circumstances certainly indicates that there is a tremendous potential dishwasher market. There were, January 1, about 100,000 dishwashers in use in the country's twenty million wired homes,—only 5 per cent of the homes have electric dishwashers. There is a big selling job yet to be done.

One thing that slowed up the development of the dishwasher market was the matter of the dishwasher-sink and the installation problem it presented to the electrical dealer. It had to be installed by a plumber and the plumber, of course, was not at all eager to install a piece

The
PORTABLE ELECTRIC DISHWASHER
has won the confidence
of women

What is needed now
is a Selling Job

By
Florence R. Clauss

of equipment that he felt should rightfully have been his sale. But this situation has been very amicably adjusted by manufacturers making both sink and portable dishwashers. The sink model is now sold through the plumbing trade and the portable machine through electrical channels.

In new homes and in new apartments, especially, the sink dishwasher will be the type selected, but there are enough homes, already built, to provide an amazing market for the portable machine, if dealers are willing to put behind the dishwasher the energetic selling they have put into the marketing of other household appliances like the refrigerator and clothes washer. The portable machine requires no installation and can be used with or without plumbing connections.

The best source of dishwasher prospects is the satisfied user. Women who use the machine are so enthusiastic over its service and so proud of possession that they become ardent salespeople among neighbors, friends and relatives and in many cases, the selling job is half done when the name is given the salesman. One dishwasher manufacturer is so convinced of the value of the user as a sales-getter that he requires the salesman or some representative from his organization to call on all users and especially apartment-house tenants, to make sure that the machine is being correctly operated and is giving absolute service.

Another manufacturer has listed sources of dishwasher sales leads as follows: Users, store traffic, exhibition crowds, telephone canvasses from store-lists or other selected lists, door-to-door canvasses (from store lists after "pave-the-way" letters or by "cold turkey" in selected neighborhoods), from salesmen selling other appliances, from dishwashing luncheons and dinners and from meetings of women's clubs, churches, lodges, etc.

There are several reasons why an electric dishwasher appeals to women but the chief one is the elimination of the drudgery of dishwashing by old hand methods, with all its unpleasantness. Of all the tasks in the home there is none which is so dreaded by any member of the family as dishwashing. Time is another important factor, as it is estimated that with the use of the electric dishwasher, forty working days of eight hours each are saved every year. Another convenience feature is that which makes decidedly flexible the time for washing the dishes as the dishes for three meals may be stored in the dishwasher, out of sight, and then washed after breakfast or at the housewife's convenience, leaving her evenings free. This eliminates the stacking of soiled dishes at the sink or out of sight in oven or tub.

To many purchasers of the dishwasher and physicians especially, the sanitation feature is the determining factor in the sale. In a test conducted by a bacteriological authority, it was found that dishes washed according to standard directions with water of 140 deg. F., were completely sterilized with respect to all organisms of the colon-typhoid group, a result quite impossible to obtain by ordinary hand dishwashing methods. Public health authorities in many parts of the country are now compelling the use of dishwashing machines in all public eating places.

Other features that appeal to the prospective purchaser are the general cleanliness and sparkle of the dishes, ease in entertaining, releasing of housewife after dinner from kitchen work, freeing the husband, as well, from dishwashing chores, saving the maid's time and the important feature of pride of possession.

The dishwasher is an appliance that is extremely simple to operate and is therefore easy to demonstrate. Its operation is readily understood by women. When dissatisfaction occurs it is due, largely, to overstatements made by the salesman, in regard to the performance of the machine, or, perhaps to a careless demonstration. One of the first questions a prospect will ask is: "Will it wash pots and pans?" The dishwasher will wash pots and pans if instructions given for this service are followed. To answer unqualifiedly, "Yes" is very likely to lead to dissatisfaction, for, certainly pans in which food has been burned or allowed to harden require more attention than dishes. It is a question of whether it is easier to make a load of the cooking utensils, for they must be washed separately, or to wash them by



Since it requires no plumbing installation, the logical outlet for the portable dishwasher is through the electrical trade

hand while the dishes are being washed in the machine, using the hot, soapy water discharged from the machine. But the dishwasher does an excellent job and is worth its price even if used for dishes only.

A sufficient supply of hot water is necessary for successful operation of the dishwasher. One machine requires 5½ qts. for the washing operation and a similar amount for each rinse while that of another manufacturer requires 3½ qts. for the wash and for each rinse. If running water, too hot to touch, is not available and the water must be heated in a kettle, the convenience of the machine is just so much lessened.

To insure utmost satisfaction with the machine, dishwasher manufacturers are supplying with their machines the soap powders and cleansers which, by test, have been found to give best results. By following directions and by using the recommended cleaning agents, the purchaser is assured absolute satisfaction with dishwashers.



Two Ways to Get

By S. J.

A STUDY of the merchandising operations of a number of power companies in 1930 discloses the fact that campaigns were responsible for 49 per cent of the total yearly volume. The campaign with its frequent, if not invariable special angle, such as low down-payments, extended terms, and in fewer cases special premiums has been frequently criticized. Commonly, campaigns are carried on only by the power companies, altho in a growing degree the power companies are making it possible for dealers to participate in the activity.

To obtain an expert merchandising viewpoint on campaigns, the editors of *Electrical Merchandising* asked Mr. Ryan the following questions which he has answered in the article beginning on the next page:

The
DEPARTMENT STORE
*brings the buyer
in with specials*

Is the function of the campaign in our field parallel to the special sale in the department store?

Are both a necessary expedient to induce the public to buy immediately?

What has been found to be the most effective element in inducing this immediate purchase?

Are seasonal or specially dated tie-ins effective, such as anniversaries and other excuses for a special sale, or is the only bait either a cut in price or a cut in down-payments?

Should a campaign or should a sale be restricted to a week, a month, or does its effectiveness depend on any time restriction?

Why should dealers not run campaigns of their own?

Why should department stores, in so far as electrical goods are concerned, not resort to the campaign method instead of the special sale at reduced prices?

Do a series of special sales in a department store result in a greater yearly volume in a given product than a continuous activity throughout the year would give?

Illustrations
By
N. BORCHARDT

Volume

RYAN

THE function of the campaign in the utility field parallels that of the special sale in the department store.

Both are necessary expedients to induce immediate purchase and they are successful in that respect.

In my opinion, *price* is the predominant element inducing this immediate purchase rather than postponing it until a future time. The price appeal exists just as much in the utility campaign as it does in the department store field! In our business it undoubtedly is more recognizable because nearly always it is a reduction from regular price, whereas in the utility field this differential may take the form of lower down-payments and extended terms or special premiums.

The three important agents that influence purchasing are: NECESSITY, TIME and PRICE. In the case of the department store, much of our merchandise is necessary—such as clothing; the great bulk of it is seasonable and consequently influenced by the time element.

In the field of electrical merchandising we find but little that is necessary or seasonable, so consequently those two aids are not as powerful a feature as they are in our business. PRICE, therefore, is the common denominator of these two fields of merchandising, whether it takes the form of the extended terms, special premiums or the cut in price.

Seasonable and special date sales—such as Anniversaries, etc., are generally used by all but a small percentage of department stores, as experience has proven them to be most effective in the quick movement of a large volume of merchandise. But the factors that have established them in public acceptance is the *seasonable character* and the *price appeal* of the merchandise offered. In other words, for a store to come out with a full page advertisement stating that this is their

The ELECTRICAL TRADE *campaigns into the buyers home*



"Fiftieth Birthday," that the business was established fifty years ago, etc. would have but very little interest to the public, and certainly it would not induce women to leave their homes and rush madly down to the store to congratulate the firm and possibly buy merchandise at the same price at which they could secure it every other day in the year. So the store that has available specially purchased merchandise of a kind that is most desirable at the particular date of the sale and, then, offers it at an attractive price lower than it could be purchased elsewhere during this event has taught the public to know that a "Birthday Sale" or a "Spring Sale" or an "Autumn Sale," or whatever one or other of a thousand different names they go under, means very definitely that a limited quantity of merchandise can be secured with a limited period of time at less than usual prices.

It has always seemed to me that utility merchandisers have ignored a most effective sales instrument by passing by a practice of this kind which due to the very fact of its wide spread use in the department store field (and nowadays even in the chain store field) demonstrates how important a part it plays in the stores' merchandising program.

Events of this kind can be held in a very dignified way. There are innumerable examples where outstanding department stores in the country have so handled their Anniversary sales as to make them practically civic events.

How Long Should the Sale Run?

LENGTH of time a sale should continue is a debated question. Some stores prolong these events over a period of a month; many stores restrict them to a week or ten days. When such a sale is stretched beyond ten days the public's response sags in spots and the advertising cost of attempting to maintain the public's interest becomes prohibitive.

This partially answers the question as to whether there is any difference between a special sale in a store and the utility campaign as to the amount of time it should run. There is a very great difference because of the way in which most campaigns are conducted at the present time. They depend for their effectiveness almost entirely upon personal solicitation, whereas the store depends entirely upon advertising.

Without question both stores and utilities would materially increase their volume of business during an event of this kind by combining these *two* mediums of advertising and personnel solicitation. It would, of course, be much more difficult for the store to supplement their present methods with that of outside salesmen than it would be for the utilities to supplement the efforts of campaigning crews with newspaper advertising and direct mail publicity.

Were I directing head of a Utility Campaign, I would so arrange the compensation of the men as to leave me an effective amount of money to be used in a bombardment of newspaper advertising. This would pave the way for the personal contact by the salesmen. My *total* percentage cost for moving the merchandise would be no higher and I believe actually lower if this method were used.

I believe the campaign to be the most effective instrument so far devised to move a large volume of electrical merchandise in a given time, and still maintain the full price.

There is no logical reason why campaigns should be restricted to power companies—in fact there are many sound reasons why they should not be. A group of dealers strategically located in any given territory could put on a most effective campaign all their own. What is still better, and certainly the most logical method, is for the utilities and the dealers to put on a campaign together.

Utility Advertising Ineffective

I WOULD call attention to the absence in present day campaigns of any great amount of newspaper advertising and I would criticise, as *ineffective*, most of the advertising that is used. The whole aim and purpose of campaign advertising should be to stimulate *immediate purchase*. Educational copy may be used in a minor way, but the predominant thing is to have it so convincingly written that it means *buy now* to the reader.

Department stores will not accept or resort to the campaign method in the distribution of their merchandise, as the campaign method is understood in the electrical field. Our problem is almost the reverse to that of the campaign. What we do is bring the customer to the merchandise and the salespeople, rather than have the merchandise and the salesmen go to the customer. It is quite evident a wide spread use of campaign methods in any store would destroy its economic strength—it would result in the dissolution of the store *as a store*, and it would become something entirely different.

In recent years the cost of distribution through the store has been steadily increasing and unless some method is found to check it, it is not impossible that it may reach a point where it is as expensive as is that of direct solicitation in the home. However, we know that the distribution of the kind of merchandise such as is carried in department stores is more economically distributed through our present methods than through any other agencies, such as direct selling.

Special Sales Temporary Stimulation

DEPARTMENT store special sales, strange as it may seem, produce no actual "slump" in the volume of specific goods moved over a given period. The apparent "slump" is due to the fact that temporary increased ratio of movement has ceased and when the *normal* movement is resumed it seems as though there was a recession in sales. What actually happens is that the special sale has stimulated temporarily the normal demand. You know it is like a man buying a box of cigars. If questioned, I would be inclined to state that I smoke about the same number of cigars every month. But as a matter of fact this is not the case. If I buy the cigars fresh and take a few home in my pocket each day, I smoke so many within the course of a week, whereas if I buy a box and take it home, I will smoke a great many more within the course of a week. When that box is empty, if I fail to get

another box, I simply resort to the former habit of taking home a few each day. I have temporarily stimulated the sales in the cigar store when I bought the box instead of three or four, and in the course of a month it will be found that my purchases are greater than in a similar period when I did not buy a box.

There is no reason why campaigns should result in a discontinuous sales program. Campaigns and special sales should be used to *supplement* basic merchandising programs. They are stimulators of business, but GREAT care and intelligence must be added to guard against their being *destructively* so. It is so *easy* to abuse public confidence, especially during an occasion of this kind, that even *more* than the normal supervision must be maintained.

In this connection, I believe this to be an opportune time to correct the impression which most men in the electrical field hold regarding the price policy of the vast majority of department stores to-day.

On innumerable occasions I have come to contact with people in the electrical field who labor under the delusion that the department store is *primarily a price-cutter*; that the greater portion of its volume depends upon bargain sales; that it has no ethics in the matter of maintaining legitimate retail prices, etc.

Department Stores Not Price-Cutters

NOW this is far from truth. In fact it is contrary to the truth. I do not mean to say, of course, that a country-wide survey of any one day's business would not disclose scores of cases of price-cutters throughout the country, but there are thousands of stores in the country. Were the inside story known, in the vast majority of cases it would be found that merchandise offered at less than former "list" prices was purchased by the department store at the *solicitation* of distressed manufacturers or jobbers.

The department store is the only retail medium of any size in existence to-day through which miscellaneous lots of merchandise—regardless of their size—can be disposed of quickly. This actually is of great benefit both to the producer and the consumer. Chain store system, mail-order houses, etc., usually carry nothing but regular lines of merchandise, so there is nothing in their set-up whereby merchandise other than their regular lines can be disposed of. It has been a fortunate thing for hundreds of manufacturers and jobbers, during the past months of deflation, that there *was* in existence, and available, such a facile instrument of distribution as the department store.

Repeating myself, it is a very unusual thing for the department store to secure "cut price" merchandise except through the *solicitation* of the producers or the wholesalers. I maintain that the department store is performing an important economic function in purchasing and quickly distributing merchandise of this character, and that it adds materially to the stabilization of industry in periods of depression. It is because the department store so aggressively advertises offerings of this nature that people who have not made a study of its distributive methods come to the easy conclusion that its volume and profits is based upon selling "cut price" merchandise. As a matter of fact, only a very small part of the total

volume of business done by ninety-five percent of the department stores over the country is what could be termed "cut price" merchandise. This can be easily verified by anyone sufficiently interested in making a study of the daily newspaper advertising of the stores in any community.

If this is the case, therefore, where do the stores secure all these "bargains" that are offered during their special sales events? Much of this merchandise is specially made up for the occasion—without sacrificing quality standards—and purchased at a special price in co-operation with the manufacturer; much of it is regular merchandise which the manufacturer willingly sells in limited lots to the store at a lower-than-usual price in order that the store will have a special offering in that particular kind of goods. This, after all, is probably the best and cheapest method that a manufacturer could devise to place a large quantity of his regular goods in the hands of consumers in a limited time. If his merchandise is *worthy*, the customer who has purchased it at a lower-than-usual price during the special sale will gladly buy it later at the regular price when the sale is over. Years of experience have proven this to be a fact. Another source of supply for the store is discontinued numbers of regular merchandise which the manufacturer is very glad indeed to dispose of in *one lot* at a price concession rather than attempt to peddle it around various places or distribute it through his regular channels, thereby upsetting his whole scheme of distribution.

Major sales of the character of Anniversary sales, etc. are most carefully prepared for months in advance. I am sure it would be surprising to most electrical merchants and merchandisers to learn of the intricately detailed plans, extending over weeks, which precede a major sales event in many of the great stores. Every possible contingency is carefully guarded against; every possible aid is eagerly utilized; every move from start to finish is carefully rehearsed. That is why these great events stimulate the public's imagination and are uniformly successful.

In Conclusion

IN CONCLUSION: I firmly believe that electrical merchandise campaigns could be strengthened by:

- (a) Linking power companies and representative electrical retailers into each campaign;
- (b) Supplementing the usual campaign methods by forceful and continuous newspaper advertising immediately preceding and during the campaign;
- (c) Having not less than one, nor more than two, campaigns a year on *each* major appliance;
- (d) Concentrating each campaign into a period not exceeding ten days;
- (e) Scheduling these campaigns during the period which your sales records show are the least productive of normal volume on each appliance; and
- (f) In every instance enlisting the co-operation of the manufacturers of the particular appliance so that special numbers or special features can be provided and tying them into the publicity so that they will benefit as well as yourselves.

This DEPARTMENT STORE *Believes in* Selling

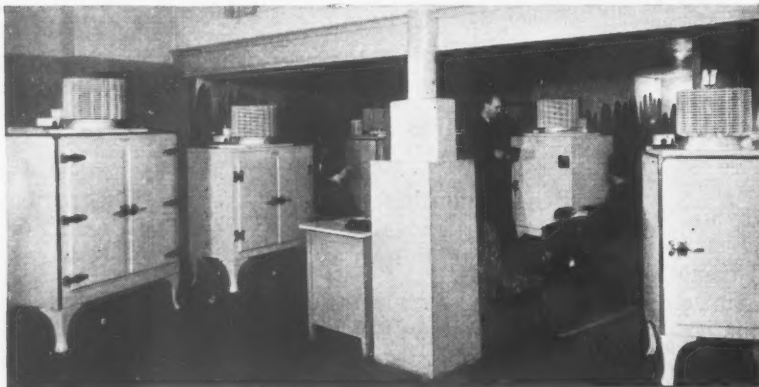
By Laurence Wray



Washers, occupying the center of White's floor space, are the biggest item. Notice the oil burner installation in the background.



Heating appliances are displayed on open tables. The lamp stand near the elevator reminds customers of their lamp needs.



In the refrigeration department, a skilled home service woman prepares delicacies, answers all questions concerning use.

“THERE'S only one way to get electrical goods sold and that's to sell 'em !

“I've heard a lot about the fact that the department store has a different sort of problem from that of the specialty or general dealer—call 'em what you like—you know, the fellows that have to go out and push a lot of door bells to get appliances sold, but the fact remains that the department store has the same job to do. Due to the diversity of its merchandise and the fact that it has an immense variety of customers to deal with, it has to go at the job a little differently, but appliances don't sell themselves nor have I ever heard of a store that could put washers, cleaners or refrigerators on the floor and have the people rush in to take them away.”

“Big Bill' Thompson, buyer of electrical appliances for R. H. White & Company, Boston, paused a moment to bend his giant bulk ingratiatingly over a frail woman who was peering uncertainly into the interior of a refrigerator.

For ten minutes he tapped its sides, prodded it and caressed it keeping up in the meantime a gentle flow of talk in response to the customer's repeated ques-

Energetic Is The Only

Electrical Merchandising, May, 1931

O Outside



GALLOWAY

Boston, city of automobiles, suburbs, owned homes, is a great shopping center. The department stores are a significant distributing factor in the electrical industry.

tions. Finally, the sale having been made to his satisfaction, his notebook came out and down went the order.

The mere fact that three or four other salesmen were in the immediate vicinity had not made the slightest difference. To Thompson, the customer's interest had represented a possible sale and he was just as keen to be on the job at the moment, his selling instinct thoroughly aroused, as to refer the woman to one of the other men on the floor. Having already seen him dispose of two washing machines by much the same tactics while I was talking to him, I was becoming accustomed to these regular, but profitable interruptions.

Returning, he once more took up the thread of the conversation.

"Do you mean," I asked, "That you go out after business on the outside? That you canvass?"

"No," Thompson replied. "We don't actually canvass—if you mean cold canvassing. On the other hand, we don't rely entirely on our efforts on the floor to sell an appliance. You know as well as I do that electrical goods have to be sold. Nice-looking displays, advertising, and even competent floor salesmen are not the whole story. The mere fact that women come in this department and look at a washing machine or an electric refrigerator means that they are interested to some degree in the device. But if we were to go through the usual demonstrations and let that suffice we wouldn't be selling any appliances. The customers have *got* to be followed up in the home—and by both telephone or

personal call and it's personal calls that close sales.

"There's one thing about my bunch of salesmen here—and they've been with me four, five and six years—they know that at least half their time must be spent on the outside. They are paid on a commission basis, with a drawing account, and they know their own business so well that if I were to tell any of them that they had to spend all their time on the floor, they would probably quit. Their own earnings would go down immediately—and the same applies to the volume of this department."

How well Thompson's theories work out might be gathered from the fact that the R. H. White & Company do some \$350,000 a year in electrical appliance business. Its not a new store either. One of the oldest in Boston along with Jordan Marsh & Company, Houghton & Dutton and Filene's they were, about two years ago, absorbed by the latter organization. Clothing, however, is the chief business of Filene's—house-furnishings and appliances have no place. The principal competitors of R. H. White & Company in the department store field are Jordan Marsh situated right next door. There, the appliance business is carried on on an entirely different basis. Houghton & Dutton, the oldest department store in Boston, reported also to be the oldest in the country, recently went into a receivership. Business there was done on a purely price basis—immense amounts of goods bought, a large amount of newspaper space taken to tell their story to the public and energetic

Follow-up In The Home Answer To Appliance Volume... says R. H. White

selling both inside and out to move them. Curiously, the greatest competitors on the price war were Raymond's, the great New England institution where anything from a hat to a banjo could be picked up at less than any other store could afford to sell. Accustomed to buying complete lots, in many cases complete stores, Raymond's took over Houghton & Dutton stock.

But to Jordan Marsh and R. H. White have gone the cream of the appliance business. To them canny Bostonians, interested alike in the service they were to receive as well as the original purchase have relied on these two staid and conservative establishments for the wants in the electrical field.

Washing Machine Business

TAKE washing machine business. R. H. White have every size and price from \$65 to \$165. Here, by an ingenious demonstration booth with sink and running water, they are equipped to show the housewife exactly what happens with the different types of washers running under load. Here they can demonstrate the differences between the straight washer and the spinner-dryer types. Here, the gears and working parts of a washing machine are mounted on a board, running continually in their bath of oil so that the customer may see for herself just how the mechanism works. Any question, whether it is the length of time required to complete a wash, the ease with which a tub may be emptied, the superior advantages of balloon wringer rolls, is quickly and easily answered. Price considerations, always cropping up, are settled on the basis of the type of machine the customer most prefers. The largest business at White's, according to Thompson is done on a machine retailing for about \$100. Interesting, too, in the White operation is a special demonstrator hired to call attention to the small portable washers (Cinderella). Makes carried include Apex, Thor, Easy, Graybar and 1900 Whirlpool.

Appliance Shops

THE foregoing remarks on the special emphasis White's department places on energetic selling methods might lead the reader to presume that no attention whatsoever was given display. The reverse is the case. Like Hudson's in Detroit (*Electrical Merchandising*, May, 1930) the various appliances in the R. H. White department have their own distinctive little "shop," except washers which occupy the center of the floor of the department, unhampered by any surrounding walls. But along the side of the floor have been built separate rooms providing for the more concentrated demonstration that a smaller store or private home would give. Here are displayed refrigerators (G. E. Majestic), electric ranges (Hotpoint) vacuum cleaners (Premier, Eureka, Hoover, G. E.)

In the refrigeration "shop" a demonstrator is always on hand, answering questions, preparing delicacies. On specific days of the week, another demonstrator is on hand showing customers how an ironing machine will do away with some of their laundry problems. The selling is left entirely to the salesmen on the floor. They are not supposed to specialize in any one particular line. Whether it be selling a toaster, an electric clock or an

oil-burner (Silent Automatic) they are expected to handle the job.

As indicated by the fact that oil-burners are considered one of their staple appliances (sales ran over 150 last year) R. H. White & Company endeavor to make their electrical department as complete an electrical headquarters as possible. Wall outlet ranges, two burner stoves, electric dish-washers, exercisers, sun lamps, ventilating fans, clocks, egg-cookers—all can be found here. Unlike most department stores they even carry the customary stand of mazda lamps near the elevators so that the customer can be reminded on the way out that she needs them.

Credit for much of the White interest in electrical merchandise can properly be attributed to the close cooperation and assistance rendered by the Edison Electric Illuminating Company of Boston. To them belongs the credit for White's electric range department, not yet a full-functioning business, but one which under the new allowance for range wiring created by the Boston Edison Company, makes it a commercially potential unit.

But credit for the enthusiastic selling done, for the loyal cooperation of the White selling force is traceable only to right policies within the organization—and to the gentle, persuasive, firm methods of the boss—"Big Bill" Thompson. It is his six foot three of bulk, looming in kindly despotism over the whole department—a despotism that makes more than ample allowance for his own proper share of the work done—that makes of the White organization something that Boston can claim as a real appliance business.

Picked Prospect List

AND Thompson's belief in the efficacy of outside selling is honestly come by. A former salesman for the power company he is familiar with both cold canvassing and follow-up work. In his present position, however, while recognizing that there is a tendency, among department stores especially, to do away with any outside contact with the customer, he is so thoroughly familiar with the peculiar sales requirements of electrical goods that to him, foregoing follow-up work would spell drastic cuts in volume.

"Due to their position in the community," he told me, "I am quite aware that a department store can not always afford to send house-to-house crews out to drum up business. That is the special privilege of the smaller man. But the fact is often overlooked that, while the specialty operation can only exist by energetic door-bell pushing, the department store due to store traffic naturally created, is given a sort of hand-picked prospect list to work on.

"Those people that come through the department and look at washers or get interested in an oil-burner may not have any immediate desire to buy. But even the fact that they will come in and look around means one thing to us—the probability that they can be sold. My experience with appliances has shown one thing definitely—you can't take the customer's interest for granted a single minute. The only reasonable thing, then, is to take advantage of store traffic and interest created by display, to see that the particular customer is followed up by the salesman who interviewed her. Not once but two or three times. Direct mail pieces and telephone often help, too, in seeing that the initial contact is never lost sight of."

refrigeration

COPELAND TALKS

NEW YORK'S reactionary Senator Dr. Royal S. Copeland, whose health columns, advice, have been the guide of tabloid readers for many years, gave the first impetus to New York's part in the program to sell 1,000,000 electric refrigerators in 1931. At the monthly luncheon meeting of the Electrical Association of New York, before 800 members, guests, local refrigeration interests, his talk on "Food Preservation and Proper Refrigeration" was the signal for New York state interests to swing into action.

Excerpts from the Copeland talk: "We are spending millions of the public money to direct the food and water supply of the nation . . . but what happens to the food after it crosses the threshold of your dwelling? I regret to say that the importance of scientific household refrigeration is not appreciated by the American family.

"I have no interest in the variety, size, appearance or make of the refrigerator used in the home, but I am disturbed over the lack of public knowledge as to the necessity of proper care of perishable food. To help overcome this popular neglect is one of my ambitions. . . . There are more than 20,000,000 wired homes in the United States. But out of this 20,000,000 users of electric light, only 2,000,000 homes have installed electric refrigeration. This lack opens a great field."

Liversidge on Hand

To the Electric Refrigeration Bureau, NELA the New York luncheon meeting was more than a city affair. Called by Clarence L. Law, general commercial manager, New York Edison Company, who is also president of New York's Electrical Association, state director for New York's Refrigeration campaign, the meeting included also Philadelphia Electric's vice president and general manager, H. P. Liversidge, who also heads Philadelphia's Electrical Association, and is responsible for the Eastern directorship of the Refrigeration Campaign.

Meantime, a few days previously, the Executive Committee of the Refrigeration Electric Bureau met at Chicago's Edgewater Beach Hotel to consider programs, plans to date. Under the chairmanship of J. E. Davidson, national directing head of the activity, reports from all over the country were discussed. From all indications the activity is well under way. With local organizations functioning, sales are showing the first real impetus.



They started New York's refrigeration drive. Left—right: Clarence L. Law, Senator Royal S. Copeland, A. J. Marshall, Dr. G. W. Allison, H. P. Liversidge.

ROBOT

WESTINGHOUSE has for several years gained considerable fame through its mechanical men, has shown them to hundreds of thousands of persons throughout the country. Now it has brought out a new robot, called Mr. Vocalite, which far surpasses any other such mechanism yet developed. And it has shown conclusively that the new robot will attract crowds.

Mr. Vocalite was shown for the first time in the Famous-Barr Company store in St. Louis. At that time the company was opening the sale of Westinghouse refrigerators.

On the opening day 7,000 people saw the robot in action, more important from a merchandising viewpoint, lingered to examine the refrigerators both in the Exhibition Hall, the Refrigerator Sec-

tion on another floor. The public response continued to be high during the entire two weeks Mr. Vocalite was in St. Louis.

St. Louis newspapers carried stories, photographs of the new robot; news services sent the story over their wires. Two sound movie organizations "shot" Mr. Vocalite in action. Helen Kane, famous stage, screen star, visited the mechanical man, was photographed talking to him. Photographs of him appeared all over the country in daily newspapers. The event was a complete success from a merchandising standpoint for its effect on general store sales as well as refrigerators.

Through arrangements with the Arthur R. Lindburg Company, metropolitan distributor, the Famous-Barr Exhibition Hall was used for the first week's demonstration because of its central location.

During the second week Mr. Vocalite was shown in the Lindburg display rooms which are located within a block of the principal theatrical district. Interest was so great that demonstrations had to be given until late at night and many visitors saw the robot after attending the theater.

The robot which Westinghouse used so successfully in St. Louis is a combination of photo-electric cells, grid glow tubes and various remote control relays. He responds to directions given by the human voice, to "stand, sit, impersonate a refrigerator or control various electrical devices." J. M. Barnett, Merchandising Department Engineer, developed him.

It is planned by the company to use Vocalite in promoting the sale of the various products of the Merchandising Department, including refrigerators, ranges, radios. He is being made available to department stores, central station stores, other retail outlets.



Mr. Vocalite even responded to "Boop-boop-a-doop."

refrigeration



To the Arctic go ice, sunshine via electricity

TAKING ICE TO THE POLE

ARTIFICIAL ice, sunshine will be carried to the North Pole by Sir Hubert Wilkins in his submarine expedition across the top of the world this summer. Although much like carrying coal to Newcastle, there will be real need for both on this trip; the electric refrigerator for the preservation of food, sunlamps for furnishing the health-giving ultra violet rays. Despite the fact that the sun will shine 24 hours of the day, the submarine will be submerged most of the time, thus the need for the artificial sunshine. In the picture, examining the refrigerator and sunlamps installed in the submarine by General Electric engineers, is Sir Hubert Wilkins, left, and Charles E. Wilson, vice-president of the General Electric Company.

ANOTHER JUBILEE

LAST year the Associated Gas & Electric System campaign from April 15 to May 31 sold 13,741 refrigerators, and some 4,000 more through dealers (ELECTRICAL MERCHANDISING, August, 1930). The quota of the Associated System for 1931, is 30,000 refrigerators, 20,000 of which it is anticipated will be sold during the Spring Jubilee period. As was the case last year, dealers will be tied in with the activity. Commencing May 11, the campaign will last until June 27.

To A. E. Ward, campaign manager, will once more fall the responsibility of organizing the contest between the Associated Companies, serving among

them about 700,000 domestic electric customers. Active in 2,500 small communities, the Associated Gas & Electric System comprises cities like Rochester, Elmira, Binghamton, Ithaca in New York; Reading, Erie, Easton, Johnstown in Pennsylvania; Cambridge, New Bedford in Massachusetts.

FAT FELLER

WHETHER fat men or thin ones make the best salesmen has often been debated.

T. W. R. Mesheu, salesman, Public Service & Gas Company, Passaic, N. J., tips the scales at 350 pounds. One of the winners in a recent Kelvinator "Glad Rags" sales contest, it was discovered he wore an 18½ collar, a shirt sized for a 56-inch chest, 52-inch waist, oxfords size 11½.

When the smoke of the battle cleared away, it was discovered that the Gargantuan Mr. Mesheu was well up in the Domestic Division with points that entitled him to a new chapeau, other items of male sartorial investiture. He outfooted many of his less bulky competitors in the chase for orders.

When it came to presenting Mr. Mesheu with the well earned "iron lid," he had won, the Stetson hat manufacturers did not have one in stock large enough to crown the gentleman. One had to be specially built, of proper beam and displacement. They wrote several letters before they were convinced that the size was 7¾.



His iron lid bothered Stetson

DODGERS

WHEN A. C. Patterson of the Utah Power & Light Company sold an electric refrigerator to the Quality Home Bakery and Grocery of Salt Lake City, he promised that the new equipment would materially increase its owner's business. In order to prove that this was the case he followed up the sale by having some dodgers printed in the name of the store bearing pictures of the new refrigerator, calling attention to the protection, convenience to customers thus offered. These were distributed in the neighborhood of the grocery and not only satisfactorily improved the income of the grocer, but also provided some excellent advertising for the refrigerator. Mr. Patterson has been cashing in on the interest aroused in neighborhood homes, other commercial establishments handling food.

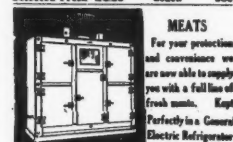
SATURDAY SPECIALS

Bakery Goods

BUTTER ROLLS	dozen	38c
HOME MADE COOKIES	dozen	15c
HOME MADE BREAD	3 loaves	20c

Full line of high grade Groceries at a

Savings.		
DICED BEETS	3 cans	25c
3 cans PEAS, BEANS or CORN		37c
Large can PINEAPPLE		25c
Selected Fresh EGGS	dozen	38c



MEATS
For your protection and convenience we are now able to supply you with a full line of fresh meats. Kept Perfectly in a General Electric Refrigerator.

QUALITY HOME BAKERY and GROCERY

Bakery - Meats - Groceries
Phone Hy. 8481 Free Delivery
2104 South State Street
Open Day and Night

PARTIES, PROSPECTS

IN ALL lines of selling, "using the user" is old stuff. It's old stuff, but good stuff. Nowhere probably in the selling game is it more important than in moving relatively high-priced specialty devices—refrigerators, ranges, oil-burners. Latest wrinkle in the business of making your users yield new business is contributed by R. W. Barstow, refrigerator salesman for Seeger & Phillips, Inc., (Frigidaire) Council Bluffs, Iowa. The Barstow wrinkle:

After the successful completion of a refrigerator sale (and there are plenty of 'em) Barstow dashes around to the house of the customer to find out how the machine is going, picks up information meantime on social engagements, bridges, teas, parties that may be in the offing. Regardless of the size of the party Barstow, a day or two beforehand, sends the hostess a number of simple recipes for deserts, dainties, which from previous experience he knows are simple to prepare, inexpensive to provide.

The day before the recipes are scheduled to reach the prospective

refrigeration



Frigidaire's Barstow worries about his customer's parties.

hostess, Barstow calls by 'phone, tells her what to expect. Experience has told him that it is better to do this than to allow the recipes to drop in "cold turkey."

On such occasions, Barstow is not the salesman—he is merely a friend, anxious that the party be a success.

A day or so after the party has been held, Barstow will call, in a diplomatic way learn what took place. During the conversation which follows he is almost certain to secure the names of the hostess' friends who can be classed as good prospects, not "suspects."

Thanksgiving, Christmas, New Years when members of the family, intimate friends are wont to gather around the same table, Barstow sees to it that his owners have a special menu for the occasion.

Always he tried to have something special on the menu that can only be made through the express aid of the refrigerator he sells. It further sells the housewife on the refrigerator, impresses all those present that the refrigerator is the best one to have.

His tip on recipes: Don't make them too elaborate. The housewife's instinct naturally goes toward thrift; if the menus are inexpensive your suggestions will be used.

FUR STORAGE

A NEW market for electric refrigerators is suggested by a report from the Los Angeles Gas & Electric Company: Several of the lady motion picture stars from their territory have been purchasing second electric refrigerators to be installed in the basements of their homes for the summer storage of furs. This is cheaper than to pay a cold storage company for the same service.

REFRIGERATOR ENTHUSIAST

INVARIABLY the best salesmen are those who generate a terrific bump of enthusiasm for the product they are selling. They are so sold on the thing themselves that when they go out to see people it becomes almost a personal obsession on their part to do the prospect a favor and let her buy their product.

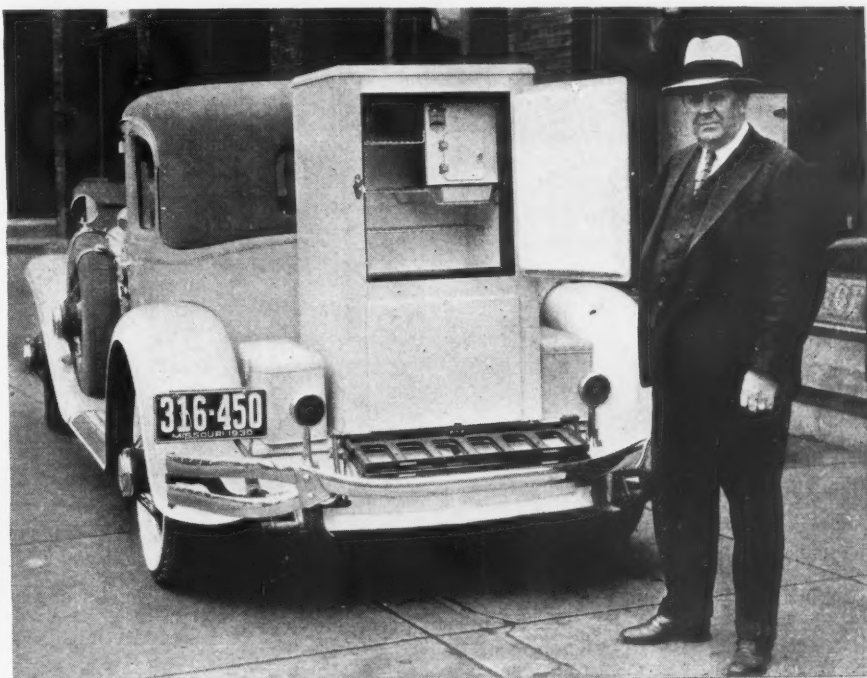
E. E. McMullen, president, Norge Company, of Missouri, has it. Over fifty, with other business interests, he is as hipped on the subject of electric refrigeration as he was starting as a dealer seven years ago. To Mr. McMullen, the fact that a number of families in and around St. Louis are still without electric refrigeration, is a confession of gross negligence on the part of those whose business it is to sell them. As a crusader he is devoting himself to public education in this matter of food preservation in a whole-hearted way. Even his private Cord car is equipped with a special carrier on the back to which is attached a Norge refrigerator.

To Mr. McMullen there is no such thing as bad business. From a salesman, dealer, distributors' standpoint, he feels that there is plenty of refrigeration business for any one who wants to go out and pick it up. His own efforts have been responsible for the sale of some 7,000 refrigerators in St. Louis,

about 25 per cent of the total number sold. Selling methods not extraordinary or far-fetched. Eighty per cent of his customers have given him leads, 90 per cent have been sold by outside contact, he said. Advertising has run to less than \$1 per unit. Twenty-four active dealers—hardware, furniture, electrical department store—bring in the business, make a profit.

When he talks about St. Louis, Mr. McMullen's bump of enthusiasm exceeds even his passion for electric refrigeration. Does he like it?

"Course! I'm sold on my town here. It's the greatest State in the Union. Why St. Louis files more income tax returns than any one of 33 States! It ranks sixth as a manufacturing center. Better than 90 per cent of the people live in single homes and flats; only 4.1 per cent of them hunch up in apartments. St. Louis has the smallest percentage of foreign-born population. There is a passenger car to every 1.66 families which beats the condition in such towns as Boston, Chicago, New York. I could spray anyone with buckshot statistics all day to prove I'm a lucky cuss to be privileged to sell refrigerators in such a rich market. The opportunity is all ahead, too, for there have been about 25,000 electric refrigerators down here and there are a lot more than 150,000 other families waiting to buy."



MR. McMULLEN AND HOBBY

Next to St. Louis, E. E. McMullen's pet enthusiasm is refrigeration business. Twenty-five per cent of St. Louis' refrigerator owners bought from him. His private car is a touring billboard for food preservation.

clocks



Movie-goers get an eyeful of Mary Astor, electric clocks

MOVIE SCOOP

Philco was probably one of the first manufacturers in the appliance industry to recognize the value of a publicity tie-in with the theatres and movie-houses of the country. To them goes credit for newspaper ads, billboards in which the movie stars were the pull-in for hot publicity on "Balanced Unit" Philco.

Latest among the appliance manufacturers to get a tie-in with the movies that goes beyond the endorsing game is Warren Telechron. In a forthcoming RKO picture, "Behind Office Doors," with Mary Astor, Robert Ames, Telechron clocks are all over the place. A giant size dominates the office, hall clocks are in the respective homes, alarm clocks by the bedside, a mantel clock looms beside the players through intimate tete-a-tetes in the parlor. Not backward are the movies in recognizing the publicity value of a tie-in with the manufacturers of a device. From the maker down through the entire distributing organization emanates publicity in which the name of the picture is frequently used. More people go to the movies as a result, promotional advertising costs are reduced.

To celebrate their entry into the movie publicity field, came recently an elaborate folder designed to tell Telechron dealers of the stunt, to urge their immediate participation through the medium of direct mail stuff, newspapers, billboards. Interesting, too, is a "personal" letter gotten up for dealers to send to their best prospects, urging them to see the picture, get an eyeful of Telechrons.

OLD CLOCKS

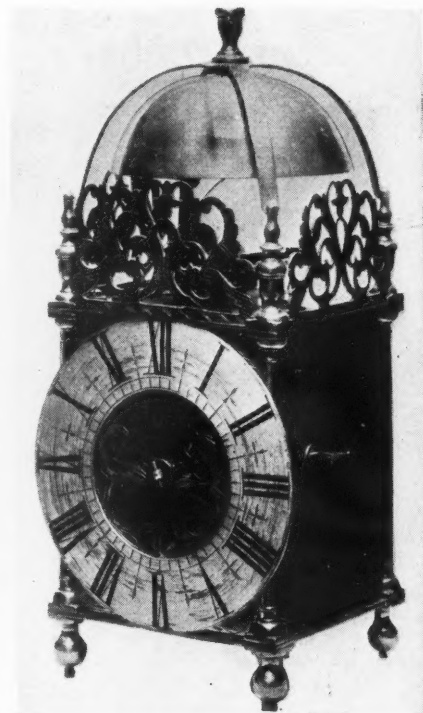
AN "OLD CLOCK CONTEST" recently conducted in Cincinnati by the Gas & Electric Appliance Company drew 100 entrants in competition for the prize—a chime clock (G.E.). The contest made use of three newspaper advertisements attracted publicity.

Three prominent watchmakers, jewelers of the city were named as judges. The contest was open approximately one month. Confronting the judges at the end of that time was practically every type of old clock known. Clocks with hand carved scroll work vied with those with wooden gears—huge keys as winders came with some while others depended upon a set of weights and pulleys—tiny clocks were ranged alongside huge hall clocks.

A great deal of interest was shown in the exhibit. Numerous people visited the store solely to see the ancient time-keepers. And after the announcement of the winner, many of these people came back to see if their choice had been correct. The winning clock answers this description: A Cromwellian timepiece made some time between 1640 and 1680 in London, England, by the famous clock maker, Charles Gretton. Its owner purchased it in London three years ago when the Westerfield collection, of which it was a part, was sold. It has only one hand, having been made about twenty-five years before minute hands were invented.

CLOCK WATCHERS

CLOCK watchers are usually not wanted on modern payrolls, but the



Cromwell's England gave it birth; Cincinnati gave it publicity

General Electric Company is using them to good advantage. The clock watchers in this case, however, are photo-electric relays used in the general engineering laboratory in Schenectady to record the variation of a master clock, produce an accurate electric frequency for general time purposes. The pendulum of a master clock, in each case, intercepts a beam of light, as it swings backward, forward once each second.

The use of the photo-electric relay not only does not interfere with the operation of the clock but it also affords a highly accurate check of the clock's daily variation.



Weights, pulleys, wooden works, key winders vied against each other for an all-electric chime.

oil burners

BURNER SHOW

TO OIL burner men gathered for their annual convention at Philadelphia recently, one of the most significant obstacles confronting increased oil burner sales is the existence of hampering regulations, restrictive ordinances in many cities, towns, forcing some residents to pay more for their burners than others in nearby localities.

Haldeman Finnie, vice-president, general manager, Timken-Detroit Company, also president last year of the American Oil Burner Association, made the subject of restrictive ordinances the chief topic of his talk. Said he in part:

"These ordinances have added a quite unnecessary burden to the cost of installing oil burners, and in a few cities have made oil burners prohibitive to the man of moderate means. . . .

"A certain manufacturer who operates several factory branches in the vicinity of New York has eight different prices for a complete installation with a 275-gallon tank, all within a radius of fifteen miles of Manhattan. Eight different prices, ranging from \$395 to \$545, to cover the different sets of local regulations.

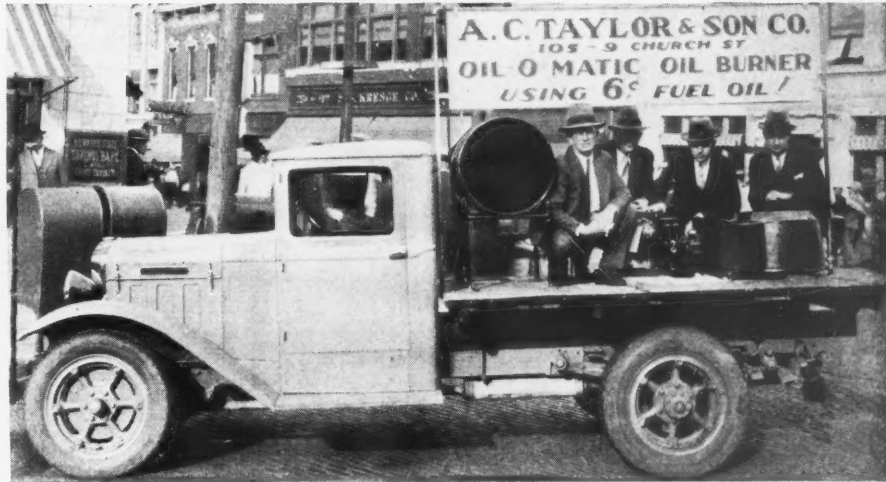
"In other words, a home owner living on the eastern edge of Queens County pays 40 per cent more for the same burner and the same oil storage facilities than his fortunate neighbor across the street in Nassau County."

Pointed out by the speaker was the fact that the situation had been relieved to some small extent in the past few months by the adoption of somewhat less restrictive laws in the New York area. Substantial price reductions are naturally permitted and the sale of burners receives a decided impetus among the people of moderate means. Said Speaker Finnie in conclusion:

"Even with this welcome relief, the remaining restrictions upon our industry by the City of New York authorities place an unnecessary burden of at least \$150 on every oil burner buyer."

To the question of restrictive ordinances, Walter F. Tant, president, Silent Automatic Company, president, for the second time, American Oil Burner Association, also addressed himself. These laws were costing the American home-owner, builder \$100,000,000, he said.

Apart from Mr. Tant's re-election to the Association presidency, the following elections took place: Haldeman Finnie, vice-president; W. C. McTarnahan, president Petroleum Heat & Power Company, vice-president; W. J. Smith, vice-president, general manager, Cleveland Steel Products Company, vice-



BURNER TRUCK

FESTIVALS, fairs, shows, provide the dealer with a chance to parade his wares before the public, garner much useful publicity. For outside festivals, the problem of arranging an attention-getting display on a device like an oil-burner has not been without its difficulties. Recently, in a festival held at Kewanee, Ill., the A. C. Taylor & Son

Company, Oil-O-Matic distributors, created an effective display by mounting their burner on a open truck surmounted by an appropriate sign that stressed the economy of oil heat as compared with other types of fuel. Complete with tank and burner the truck caused considerable comment as it toured the streets of Kewanee.

president, J. H. Hirsch, president, Automatic Burner Company, Chicago, vice-president; Lionel L. Jacobs, president, Electrol of New Jersey, vice-president.

Tant, Finnie, Smith will serve on the executive committee with E. M. Fleischmann of Baltimore, president, Quiet May Oil Burner Company and Earl Marr, Franklin Oil Heating Company, New York.

J. P. McCarthy, of the Crystal Oil Burner Corporation, of New York, and Charles T. Bendix of the Alpha Utilities Corporation, of Freeport, Long Island, N. Y., were elected to the Board of Directors. Both will serve for three years. Mr. McCarthy was elected to succeed Meade Durbrow of the Sunstrand Engineering Company of Rockford, Ill., and Mr. Bendix succeeds J. W. Scott of Buckley & Scott, Boston, Mass. In addition to the new members, eight of the old directors whose terms expired this year were re-elected. The new board is composed of the following men:

Manufacturers Division—E. P. Bailey, National Airoil Burner Company, Philadelphia; R. M. Sherman, Silent Glow Oil Burner Company of Hartford, Conn.; C. H. Chalmers, Chalmers Oil Burner Company, Minneapolis, Minn.; J. S. Coonley, Jr., Winslow Ball & Engineering Company, Chicago, Ill.; W. T. Koken, Electrol, Inc., New York;

J. H. McIlvaine, McIlvaine Burner Corp., Evanston, Ill.; J. P. McCarthy, Crystal Oil Burner Corporation, New York; John H. Blake, Simplex Oil Heating Company, New York; J. C. Johnson, S. T. Johnson Company, Oakland, Calif.; George Bullock, International Burners Corp., New York; W. C. McTarnahan, Petroleum Heat & Power Company, New York; J. F. Griswold, Hardinge Bros., Inc., Chicago, Ill.; L. A. Welch, Hart Oil Burner Corp., Peoria, Ill.; W. M. C. Kimber, Sword & Kimbel, Philadelphia; E. M. Fleischmann, May Oil Burner Corp., Baltimore, Md.; W. F. Tant, Silent Automatic Corp., Detroit, Mich.; C. E. Campbell, Nu-Way Corp., Rock Island, Ill.; Haldeman Finnie, Timken-Detroit Company, Detroit; J. H. Hirsch, Automatic Burner Corp., Chicago; Earl Marr, Franklin Oil Heating Corp., New York; W. J. Smith, Cleveland Steel Products Corp., Cleveland.

Associate Division—H. W. Sweatt, Minneapolis-Honeywell Regulator Company, Minneapolis; L. H. Van Ness, Mercoide Corp., Chicago.

Dealer Division—R. S. Bohn, Preferred Utilities Co., Inc., New York; L. L. Jacobs, Electrol of New Jersey, Inc., Patterson, N. J.; Charles Bendix, Alpha Utilities Corp., Freeport, L. I.; W. F. Schroeder, Schroeder & Curry, St. Louis; W. Schwan, Gilliespie & Schwan, Dallas, Texas; O. D. Ward, W. W. Ward & Son, Rutland, Vt.

home service

CHICAGO CONFERENCE

IDEAS aplenty flowed through the Home Service Convention quarters during the four-day period the Home Service Conference was in session, March 23-26, at the Edgewater Beach Hotel, Chicago. The Conference was a tremendous success if attendance, enthusiasm can be registered. The attendance was 219, with an average attendance of about 250, swelled by industry women from Chicago and by men attending the Commercial section meetings. One of the interesting points of this year's registration was the number of women from outside the industry who attended the conference. These women included editors of household magazines, home economics instructors in universities and women engaged in home economics work in other industries. Which goes to prove, we think, the value of the interest aroused nationally in home service work.

Exhibits

A valuable feature of this year's conference was the exhibit of educational material from utilities, manufacturers; layouts, photographs of home service headquarters in the various companies, sample wiring and test boards, lamp shades, lighting novelties made in home service departments, also scrap books, describing home service activities.

The most elaborate set-up of the conference was that prepared under the direction of W. A. Durgin, director of public relations, Commonwealth Edison Company, who spoke on "What the Home Service Worker Needs to Know

About Electricity." The set up included a miniature power plant and home and showed by means of colored neon lights the steps in the generation of electricity, its distribution to the home. Mr. Durgin's talk, distributed in booklet form, simplifies electric terms, operations, translating them into the language of the average customer.

Electro-Educating Women

The opening talk of the conference was given by Eloise Davison, Home Economics Adviser, N.E.L.A., who drew a picture of what the homemaker should know about electricity and the great need that exists for this education. Although electrical education is badly needed the situation may not be as bad as might be indicated by a request for information recently received from a woman who wrote as follows: "My little dog is constantly chewing my lamp cords and electric wires. I can't seem to break him of the habit. What I want to know is: 'If my little dog should chew through these wires some day and the juice runs on the floor, will I get a shock if I mop it up?'" Page the educators.

Yardstick

As a yardstick to measure the utility home service department for the community's needs, Elizabeth Stone MacDonald, Frigidaire, prepared an excellent outline, "Fitting Home Service to Your Community's Needs."

Five contributions of home service, given in the Outline, are: Information (giving the facts); education (guidance in using the facts); pleasure (enjoyment in the mastery of new techniques);

beauty (indicating finer patterns for life's daily experiences); and growth (creating eagerness for new achievements, on the basis of those already consummated).

Ranges

Some of the best results in presenting electric ranges have been obtained with the co-operation of national food economists, said Fern Snider, Georgia Power. At Christmas time, Miss Snider, in co-operation with the Women's Committee, baked ten and a half tons of fruit cake for customers, thus bringing 2,100 customers into company quarters twice,—once to bring in the cake and then to take away the baked cake.

Another popular range "stunt" that tells a good story for time-control is the baking of a cake in the oven and padlocking it, giving the key to the customer who is told to return for the cake at some future, predetermined time to open the oven and claim the cake. This makes a specially good window display for people return to see the cake removed from the oven.

That too much emphasis has been placed upon the idea that the range purchaser must change her methods of cooking to be successful with the electric range, was the comment made by Mrs. Vera Elwood, Milwaukee, who believes that in many cases, home service women and range sales people are too arbitrary in their insistence upon certain cooking procedure. Mrs. Elwood told of an instance in which a range purchaser apparently violated all the best-accepted principles of oven cookery and turned out a perfectly-cooked roast, "just the way the husband liked it."



Group attending Home Service Conference, made up of home service women from utilities and manufacturers, editors of home magazines, directors of home economics in colleges and universi-

ties and industry men. Presiding is Ada Bessie Swann, Public Service, Newark, N. J., who is Chairman of the Home Service Committee of the National Electric Light Association.

home service

Appliance Textbooks

One of the most important activities growing out of the recent Home Service Conference is a project delegated to the Manufacturers Subcommittee of the Home Service Committee, this project being the preparation of a series of manuals or textbooks on the various electrical appliances.

Because of the increasing use of electrical household equipment a definite need has arisen for authentic basic information on these appliances. Recognizing that educational material furnished by specific manufacturers cannot be expected to give complete general information, a Manual Committee has been formed to compile text books on appliances for the use of home service directors of public utilities, home economics students, extension workers and home making committees of women's clubs.

The original draft of the manuals will be compiled by women authorities on the given subjects, chosen from the Manufacturers Committee (made up of women representatives of appliance manufacturers' educational departments) after which it will be submitted to an advisory committee for criticism and comment. The advisory committee will be made up of representatives from the most interested groups, including well-known home institutes. Manufacturers of the appliances discussed will receive copy of the manual before it is put into final form and will be given an opportunity to discuss the subject matter should they find any objections thereto. The chairman of this recently appointed "Manual" committee is Frances Weedman, Home Economics Director, Edison General Electric Appliance Company, Chicago; who is also Chairman of the Manufacturers Sub-Committee. Mildred Nichols, Home Economics Director, Graybar Electric Company, New York and Florence R. Clauss, Home Appliance Editor, *Electrical Merchandising*, New York, have been named Vice-Chairmen of the Manual Committee.

The program of the Home Service Conference was planned to provide the basis for subject matter for these bulletins, the laundering bulletin having been presented, in first draft, at the Conference under the head of "Electrical Appliances for Laundry Work" and "Methods of Presenting Laundering Information to Customers."

SPRING STYLE SHOW

MORE than 11,000 women attended the Homemakers' Spring Style Show put on by Florence Freer and her



A NEW LANGUAGE

NO HOUSEWIFE will be able to trip up these range salesmen of the Washington Water Power Company, for they will be able to speak to her in her

own tongue. Mrs. Hubbard, home economist for the company, is shown teaching them how to cook. They are taking their lesson very seriously.

Home Service Department at the Brooklyn Edison Company, April 13 to 17, inclusive.

In a plan of procedure drawn up by Miss Freer for this Show, which, by the way, featured refrigerators exclusively,—Kelvinator, Frigidaire, General Electric and Copeland, purpose of the Show is given as follows:

To stimulate interest in electric refrigeration through:

1. Demonstrations showing use of refrigerators.
2. Exhibits of refrigerators for families of different incomes.
3. Daily essay and culinary contests.
4. Invitations to Home Economics classes where refrigeration is stressed.

Working plans for the exhibit were grouped as:

1. Co-operation of Brooklyn stores with exhibits of Spring styles in housewares and clothing.
2. Co-operation of electrical and food manufacturers with exhibits and demonstrators.
3. Co-operation of all refrigerator accessory manufacturers with exhibits.
4. Demonstration at 2 o'clock each afternoon at which food and refrigeration experts gave demonstration or lecture.
5. People admitted to Fair by ticket; prize given at each session to holder of lucky number.
6. Hostesses assigned each day from one section of Brooklyn.
7. Essay and recipe contests conducted on these subjects:

Monday: My favorite electrical refrigerator salad.

Tuesday: My favorite electrical re-

frigerator menu.

Wednesday: Why I enjoy my electric refrigerator.

Thursday: How my refrigerator saves me money.

Friday: My favorite bridge party menu from the refrigerator.

Publicity methods employed were:

1. Letters to presidents of Brooklyn Women's Clubs.
2. Letters to 10,000 women who have purchased appliances in recent campaigns and who have attended Brooklyn Edison Club waffle parties lately.
3. Posters in offices and stores.
4. Ticket distribution.

Decorations and properties employed in the Fair were: Vases of forsythia; large summary, canopied booths for refrigerator manufacturers' displays; and small tables with canopied tops for food exhibits.

Local department stores contributed to the program by providing speakers and displays. Topics, for instance, were: "Looking Your Best," by stylist of Abraham & Straus; "Spring Styles in Draperies and Hangings," by manager of decorating department, Frederick Loeser Co.; and "Setting the Table for Spring Entertaining," by stylist, Abraham & Straus.

Other speakers of interest were: Lita Bane, Editor, Homemakers Department, Ladies Home Journal; Mrs. Frances Foote of Hoffman Beverage Company; Anna Steese Richardson, Director, Good Citizenship Bureau, Women's Home Companion; Jeane Adaire, Frigidaire Corporation; and Mrs. Henry A. Ingraham, President Brooklyn Y. W. C. A.

radio

IN THE RED

THE radio industry did a gross volume last year of approximately \$500,000,000. Yet of the 155 manufacturers of radio sets, with the exception of two or three, they all failed to make a profit. Those whose operations include other lines of manufacturing are excluded.

To this situation, discussed by the editors of *Electronics*, companion publication, considerable thought has been given, countless suggestions made, to find some way out of the red ink dol-drum that beset the radio industry. Clear in the minds of the industry's leaders, radiomen, merchants, are some of the underlying causes of the predicament. Hotel rooms, meeting halls, offices have resounded with emphatic argument in which the following points are variously touched upon:

1. The general economic depression.
2. Overproduction of radio sets.
3. The licensing situation.
4. The coming of the midget.
5. Failure of distribution machinery.
6. Apathy toward broadcasting.
7. The approach of saturation.

Next to the general business depres-

sion, overproduction looms largest as the reason for unprofitable radio business. Although manufacturers have curtailed production drastically, radio business is carrying the burden of a factory capacity ten or twelve times greater any production the trade can absorb.

Licensing arrangements, it is said, are the next greatest reason for radio business without profit. Not only do royalties range from 7½ per cent of gross sales to as high as 12 per cent for royalties paid other licensing groups, but the licenses are in direct competition with patent-holders. Furthermore, licensees are restricted, due to foreign patent-pool agreements, from competing in the export field.

With eighty manufacturers in the field of midget radio (*Electrical Merchandising*, March '31) the selling situation is further complicated; price wars have made profits dubious at best. Tied up directly with the advent of the midget is the alleged "breakdown" of distribution machinery. Reported here last month was the falling off in unit sales volume—14 per cent, the decline in dollar volume of 45 per cent. Here, revision of retailing practice appears to

be the only solution.

Too much advertising on the air is the basis of the current dissatisfaction with broadcasting methods. Public opinion, expressed with sufficient frequency on this point will do much to change the thinking of the companies buying radio "space."

To the industry in the meantime, the very nature of the ills that beset it on all hands suggest the remedies necessary. Coordination of thinking, planning, can bring the desired results. Summarized, the essential requisites for the industry in 1930 include the following: (1) control of production through statistical information factory schedules, development, market requirements; (2) factory purchases of ready-made parts where economic; (3) diversification of production outside radio to promote stability; (4) setting up prices, discounts so that every distributing factor will be adequately paid; (5) opening up new territories by high-power broadcasting to compensate for approximate 60 per cent saturation in larger centers; (6) reclaiming public interest in broadcasting by advertising the station's wares, cutting down on the over-emphasis of the advertising in the programs.

A Modern Jacob's Ladder (Continued from page 43)

want to call it. And we have a good substantial customer list—"pointing to the Business Bible"—to begin on. Those eighty-five original customers have grown to several thousand, but we've never lost sight of them. Washers, then health motors, then sun lamps and ironers—each one took us over a sag in the selling curve. Now we're pushing kitchen mixers. The only reason we don't feature the larger, high priced units is because we only make a ten per cent on this sale. So we push the lower priced types, and get volume, plus. We're all set to give clocks a ride, and we're watching eagerly for other new things. We've laid off cleaners and ranges—yes, and radio. We are feeling the pulse of our old standbys with a high priced set, on which we have exclusive—"rare thing these days—and when the time is ripe, we'll strike. The same thing with dishwashers. There's a \$159 unit. Right now, in a period of depression they talk about, we're selling a few of these. Yes, of course, to our old faithful Eighty-Five—plus. So, no matter how hard times may be, there's always some appliance that is wanted somewhere, by someone who can pay. And the place to start looking is with your old customers."

The harder the times the greater the need for giving service. Giving service means getting customers. 45 Ironers to washer customers, over 150 sun lamps to health motor customers, \$400 net profit in lamp carbons alone—all because the Jacobs got out and gave service.

Although the washer is still the first love, other major appliances are sweethearts. The Jacobs' aim is one major

appliance sale per day. And so far they're keeping up the average. They no longer show but one washer. Having one of each type on hand saves the customer shopping around—and allows them to sell them off any one type onto the one we want. And the small portable machine has proved a good developer of higher priced washer sales.

"Buying is the thing, for storekeepers. Never realized that until we got into retailing. Style covers a multitude of appliances. Having someone to apply feminine logic and viewpoint in the purchase of an appliance saves buying many a dust collector. We have no dead stock because we have no wareroom, and no more display space than can be occupied by one of each appliance. One goes out—another comes in, fresh from the manufacturer's or distributor's storehouse. We like a small store. There's less desire to fill up the floor space with expensive stock. Under normal conditions we turn stock every 30 days. We have not experimented with cheap merchandise. There are too many competitors doing it. We have a relative in the hardware business. He is always worrying about the price cuts of his competitors. He can't sell good stuff—everything must be price. But we sell more washers at \$155 than we do at \$79.50, more automatic irons at \$7.75 than we do plain irons at \$3.50."

"Trade ins? No set policy. We swapped a portable washer for a sun lamp and ten dollars to boot. We could sell the washer, not the lamp. There is plenty of business in the rebuilt, and used appliances. But you have to go outside the store to dig it up.



A YOUNG housewife being measured for a kitchen at the Herald Tribune Institute. In the scientifically-planned kitchen, all equipment is arranged to fit the working and reaching heights of the woman, and her kitchen is, therefore, built around her. Engineering principles of time- and labor-saving have been applied to the modern kitchen by Dr. Lillian Gilbreth, well known for her motion and fatigue elimination studies in factory production methods. A kitchen that is a model of efficiency has been designed by Dr. Gilbreth for the Herald Tribune Institute, New York.

A Tailor Made KITCHEN



A TAILOR MADE KITCHEN

A Modern Cuts Work Walking to



BELOW

One of the things the well-planned kitchen seeks to avoid is the placing of shelves just out of reach of the household. The Herald Tribune kitchen was planned for a woman 5 ft. 7 in. tall and all equipment is arranged to be within easy reach. Steps are saved and falls, one of the great causes of accident and injury in the home, are avoided.

BELOW

Dr. Gilbreth, who planned the Herald Tribune kitchen illustrated in these pages, at the kitchen desk. The business of running a house demands a well planned little "office" just as does any business run by a man. The desk holds recipe and nutrition books, telephone, radio, drawers for paid and unpaid bills and a housewife's tool chest.

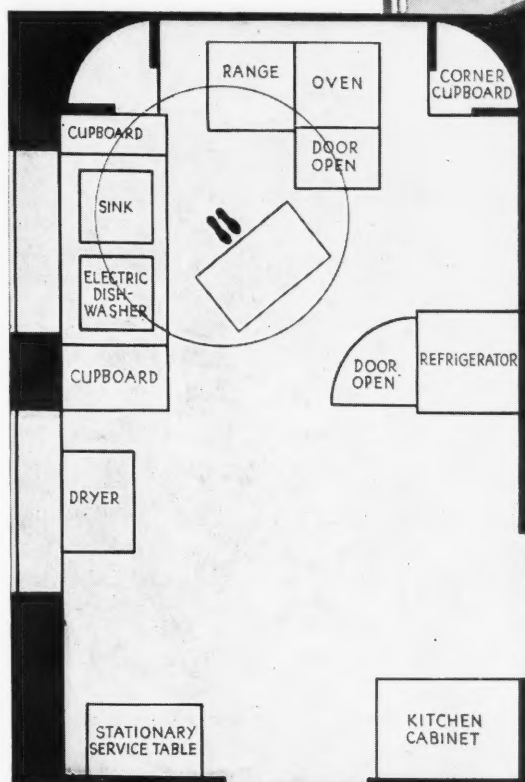


ABOVE

Another space-saving feature found in the Herald Tribune Institute's scientifically designed kitchen is this closet for cleaning equipment. The closet, shown closed in the illustration above, is a curved metal pocket, fastened with hinges to the door. When closed, the door extends only 6 in. beyond the door to which it is attached.



Kitchen That in Half and One Sixth



Two of the basic labor-saving principles of arranging this kitchen or any work place are: First, work surfaces adapted to fit the height of the worker, and second, the circular work space. By means of a table equipped with easy-rolling casters, the working center can be shifted from the cupboard, range and refrigerator group to the circle of sink, dishwasher and dish cupboard.

Right. A section of the corner cupboard, shown in the plan above, which holds the baking equipment and bowls. The cabinet, a corner of which is shown, holds the staples and the refrigerator, within easy reach of the working center, holds the perishables.



ABOVE

By this arrangement of equipment, as contrasted with a typically haphazard kitchen, the number of operations in the making of a strawberry shortcake were cut from 97 to 64 and the actual number of steps reduced from 281 to 45—less than one-sixth.



INTRODUCING
The **NEW** and greatly
IMPROVED

EUREKA

STANDARD

*The most magnificent
cleaner ever built to sell
at this price*

All dressed up in its beautiful red bag—no more spectacular value has ever been offered than this! A new Eureka Standard, greatly improved in quality, design and appearance—at the amazing price of \$44.50!

Just what this means in terms of vacuum cleaner value, sales possibilities and profit opportunity, dealers can judge from the following facts:

The former Eureka Standard was for years the leader of the Eureka line—the finest vacuum cleaner that a quality manufacturer could build.

From the day of its introduction, it sold successfully in competition with the highest priced vacuum cleaners in the world—on a basis of sheer quality and performance.

In the minds of more than 2,500,000 owners of all Eureka models (and hundreds of thousands of non-owners) the name Eureka Standard is associated with the best—the measure by which vacuum cleaners are to be judged.

That former Eureka Standard sold—in large volume—for \$56.50, through every type of dealer outlet.

This new Eureka Standard, priced \$12.00 lower, is a better vacuum cleaner—with many important improvements which add to beauty, convenience, ease of handling and cleaning effectiveness.

Notable among these, from the dealer's viewpoint, is the new, red all-cloth bag—with infinitely greater *eye-appeal*, and hence, greater *sales appeal*.

But this new bag is more than an object of beauty. Made of a special, finely woven fabric, it definitely improves dust screening action. A new steel spring opening, which spreads the mouth of the bag very wide, makes it exceptionally easy to empty.

Additional features are the 4½ inch, serrated nozzle—rubber covered cord instead of fabric—new and more conveniently located switch—sanitizer for moth control—and many more.

Value Pocketbooks

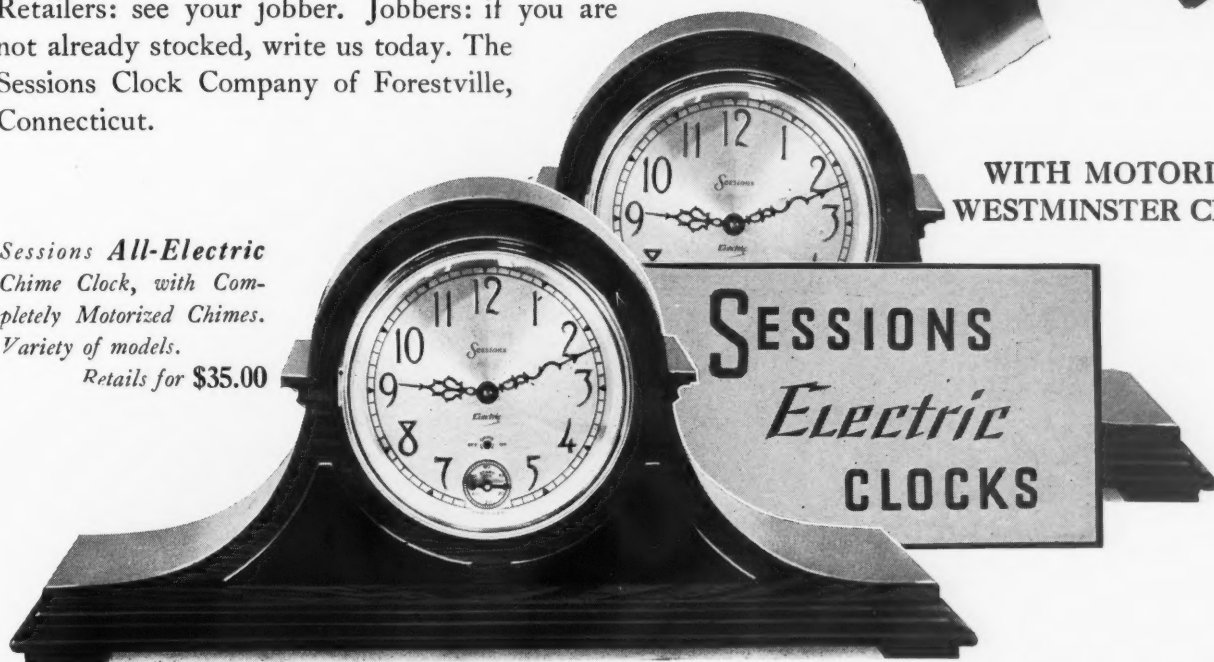
been carefully designed to suit wide popular preference.

Each a sure seller. There are no "hunch numbers" in the Sessions line, because Sessions has been making clocks too long to be fooled by trick designs and shapes that will not catch the public fancy. Just another reason why retailers get faster turnover when they feature these clocks.

Will you put *news* into your clock department this spring? Will you investigate 1931's most exciting news item in electric clocks? Will you take hold of this opportunity to wake up clock sales? Retailers: see your jobber. Jobbers: if you are not already stocked, write us today. The Sessions Clock Company of Forestville, Connecticut.

*Sessions All-Electric
Chime Clock, with Com-
pletely Motorized Chimes.
Variety of models.*

Retails for \$35.00



WITH MOTORIZED
WESTMINSTER CHIMES

TWO SMALL, ALL-ELECTRIC KITCHENETTES

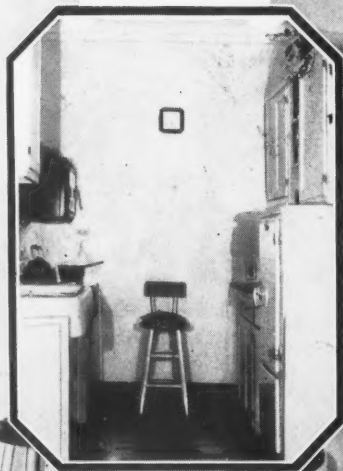
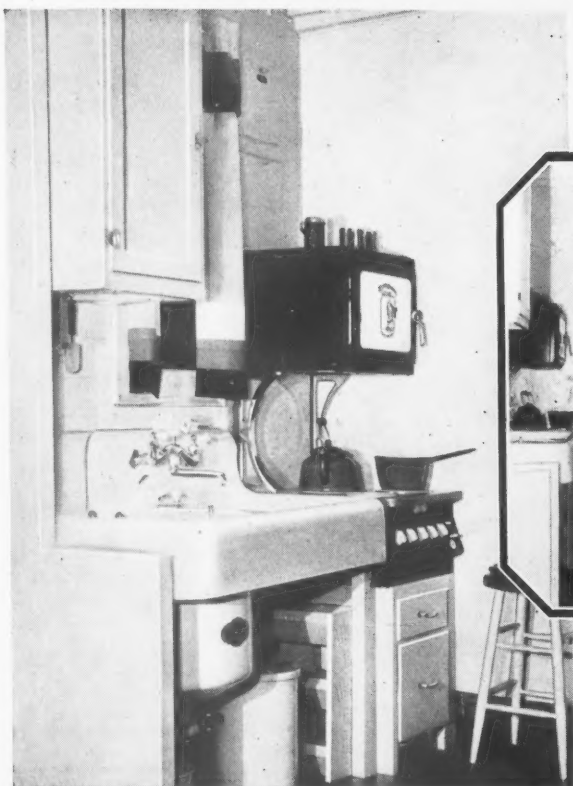
Below:

Even the metropolitan "cliffdweller" with a 5x7 kitchen can have an efficient workroom. The kitchens on this page were planned by Dr. Gilbreth for the Herald Tribune Institute. The one shown below was designed for a family of three—two adults and a child. Although small in size, it is fully equipped with electric range, refrigerator, dishwasher, and even a planning desk, with telephone and radio.



At Left:

A kitchenette of the cabinet type which may be closed off from the main living room by double doors when not in use. It is equipped with electric range and refrigerator and has a tiny sink. The little cupboard under the sink houses the refrigerator motor. Extra storage space is provided for cleaning tools, ironing board and other equipment by a metal closet mounted on each door.



Putting It Up To The Dealers (Continued from page 39)

accept this proposal it can be sold either on a cash or time basis, as the customer may desire.

One of our most important markets among old homes, as well as new ones, is in the rural districts. We have therefore laid out a rural development plan which consists of a definite promotional and educational activity to interest our rural and farm customers in the various uses of electricity through practical demonstrations. In our territory, covering 2,500 square miles, we have six co-operative demonstration farms in operation and three more to be placed in operation this year, where every practical use of electricity for the home or farm is shown. In addition to this, we have developed a five-year financing plan under which the entire electrical equipment necessary to completely electrify the farm can be sold at one time.

(4) Research in the New Applications of Electricity and the Necessary Demonstrations of Such Uses

The dealer makes his greatest profit out of appliances that have wide public acceptance and has the tendency, if left alone, to go merrily on without looking into the future. He is likely to neglect the opportunity to build for better business by gradually developing public acceptance on certain lines of new appliances, which we can sell to the people using his present line.

PUTTING THE PLAN INTO EFFECT

This plan was originally put into effect by making it open to all electrical appliance dealers, electrical contractors, department stores and electrical specialty dealers. These dealers, their personnel, and their results, were watched carefully, day by day and week by week, with the aim of stimulating the better dealers to improve their work and educating the weaker dealers (if they had the necessary basic requirements) to become strong dealers eventually, otherwise they were encouraged to turn their efforts to some other field. This effort gradually reduced the number of actual dealers by approximately 30%, with the result that those which are left are sufficient to cover the territory adequately and are the type of dealer that will gradually develop into something permanent.

The most difficult thing in putting this plan into effect was to prevent a loss in sales and a consequent dropping off in kw.-hr. sales. This was accomplished over a period of one year previous to 1930, during which we transferred some of our salesmen to the dealers and kept some working for the company until the dealers were able to absorb our entire electric sales force and carry on the entire selling for the year 1930.

GENERAL EFFECT OF THE PLAN

The general effect of the plan has been to develop an excellent feeling between the dealers and the company, and this feeling of good will has spread generally much beyond the dealers themselves and much to our own benefit. In addition to this, for approximately two weeks prior to Christmas we had 73 dealer electrical appliance displays in a territory of 125,000 population, against approximately 25 the year before.

These added displays were all well laid out and presented an attractive display to the public. Such displays spread about our territory are of an immeasurable, if

somewhat intangible, value in the development of a public acceptance of the idea of electrical servants.

These displays were divided as follows:

- 3 Drug Stores
- 5 Department Stores
- 55 Specialty Dealers
- 8 Hardware Stores

SPECIFIC RESULTS

We cannot and should not be satisfied merely with a general statement of results—we require a more concrete answer. The following is an indication of results which have been obtained.

CENTRAL HUDSON SYSTEM

1929—K.W.H. per customer—410

1930—K.W.H. per customer—486

Increase 1930 K.W.H. per customer—76 or 21%
(60% of our customers are gas users)

NATIONAL AVERAGE

Average K.W.H. per customer 1929—500 (Preliminary)

Average K.W.H. per customer 1930—548 (Preliminary)

1930 Average K.W.H. increase—48—or 9.6%

MAJOR APPLIANCES SOLD PER CUSTOMER

	Units per Customer 1929	Units per Customer 1930
Refrigerators	1 to each 24 Cust.	1 to each 20 Cust.
Ranges	1 to each 36 Cust.	1 to each 36 Cust.
Water Heaters	1 to each 156 Cust.	1 to each 120 Cust.

FUTURE PLANS

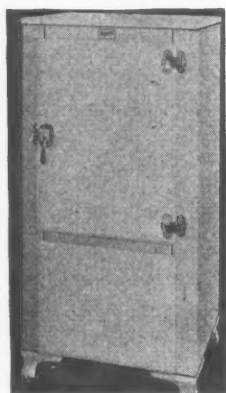
Our future plan in the development of this merchandising business is to strengthen our present dealers and have the entire group concentrate on more intelligent selling. In other words, endeavor to cut down the cost per sale and reduce the number of calls per sale. In addition to this a determined effort will be made to electrify the home completely at one time, using our complete-electric-home plan, which calls for one payment monthly, to include the cost of both appliances and electricity. This, together with a concentrated effort to popularize new uses for electricity, offers a bright future for the dealers in our territory and will, we are quite certain, mean a very satisfactory increase in the kilowatt hour usage per customer.

The biggest obstacle to overcome now is the question of the small profit allowed the dealer by the average manufacturer. The margin of profit on most appliances is not sufficient to attract the best dealers and the people best qualified to carry out this work. As a matter of fact, most utilities have not been able to carry the full legitimate merchandising costs of load building appliances out of their profit on such appliances, and have either shown a loss on merchandise, sold non-load building appliances with larger margins to offset this loss, or carried the loss as a promotional expense. In other words, the manufacturer by this short-sighted policy of expecting the central station to build his business for him and failing to recognize the cost required to properly develop a specialty business, has made it very difficult to attract capable dealers.

Every manufacturer should carefully review the price set-up of his merchandise to determine if his price set-up and the margin allowed the dealer will develop a maximum amount of business.

New MERCHANDISE

A Few of the Many Interesting Appliances that Have Recently Appeared on the Market



Apex Refrigerator

Through the acquirement of the Wayne Home Equipment Company, the Apex Rotarex Corporation, 1067 East 152nd Street, Cleveland, Ohio, is now adding to its line an electric refrigerator, under the name of "Apex."

Five sizes of refrigerator are offered, from 4.3 cu.ft. capacity to 10.3 cu.ft. The refrigerators are equipped with cold control. All cabinets are provided with an insulation of 3 in. of "Dry Zero," encased in heavy, rust-proof steel walls. The finish of the cabinets is porcelain inside and out, three models having exterior finish of two-tone porcelain—gray and white—and the two larger models having interior and exterior finish of white porcelain. All models are equipped with legs and have chromium-plated fittings.—*Electrical Merchandising*, May, 1931.



**Universal
1000-Watt Iron**

Landers, Frary & Clark, New Britain, Conn., are announcing a new 1,000-watt adjustable automatic iron, No. E7193, to retail at \$8.95.

The iron is of 6 lb. weight, is chromium plated, has mahoganized handle and is equipped with heel rest. The round heel rest, the company explains, irons backward and sideways as easily as forward without wrinkling the fabric. The indicator dial is marked "high," "medium" and "low" and provides any desired ironing temperature from low to high.—*Electrical Merchandising*, May, 1931.

**Ampex Bakelite
Outlet Cap**

In the use of the new "Ampex" outlet cap of Ampex, Inc., 195 Morgan Avenue, Brooklyn, N. Y., an additional outlet is always available, for it is a combination cap and outlet. The cap is made of bakelite and is wired like any other cap.—*Electrical Merchandising*, May, 1931.



...

Easy Two-Tub Washer

Built on Rolls Royce lines with a distinct eye appeal is the new "Easy" washer announced by the Syracuse Washing Machine Corporation, Syracuse, N. Y.

The washer is a two-tub, damp-dryer machine and may be had in vacuum-cup or agitator types. The capacity of the machine is 8 lb. of dry clothes.

Features of construction are the attractively-designed streamline base, with all machinery hidden from view; graceful legs of Queen Anne design, chromium-plated control handles and new double-locking safety cover. Both tubs are enameled inside and out in beige porcelain. No sharp corners or crevices are present, thus facilitating reconditioning and all surfaces, it is pointed out, are gracefully curved so that the entire surface is accessible for easy cleaning and polishing. The new machine is especially designed so that it can be restored to newness quickly and inexpensively.—*Electrical Merchandising*, May, 1931.



Horton Washer

The Horton Manufacturing Company, Fort Wayne, Ind., is announcing a new improved "Perfect 36" washer.

Features of the new machine are the sealed mechanism of worm and gear type, which can be easily removed, without disassembling the washer, and returned to the factory; the new "36" agitator of submerged type, with three wings, cast in one piece, made of virgin aluminum; and the chassis, of rolled and stamped steel, specially designed for porcelain enameled tub, no bolts being drawn through the tub to the frame or wringer support. A steel band encircles the lower portion of the tub and clamps to the frame, holding the tub rigidly in place.

The tub is porcelain enameled inside and out. It has self-draining bottom, with positive shut-off drain cock. Its capacity is five to six double sheets or equivalent.

The washer is offered in striking color combinations: Japanese red porcelain tub and black chassis; Persian orange tub and black chassis; and Italian green tub with harmonizing green chassis.

The new "36" pressure-cleanser is a Lovell swinging, reversible wringer of pressed steel construction with oversize balloon rolls, 12 in. long and 2½ in. in diam.

The washer is also available with Briggs & Stratton or Johnson gasoline engine.—*Electrical Merchandising*, May, 1931.

...

Hallmark Time Switch

Developed to serve mainly the field of off-peak water heating is the new time switch of the Hall Electric Heating Company, Inc., 1429 Walnut Street, Philadelphia.

The switch is synchronous motor operated, for use on alternating currents with regulated frequency. A "Telechron" motor is used in this T-11 time switch, the motor being identical with the synchronous motors used in "Telechron" electric clocks. The operating cost of the switch is practically negligible, as the rating of the clock motor is only 4 watts. The switch, rated at 110 volts, 60 cycles, 15 amp. or 220-volts, 60 cycles, 15 amp., is listed at \$12.—*Electrical Merchandising*, May, 1931.

New Electrical Merchandise



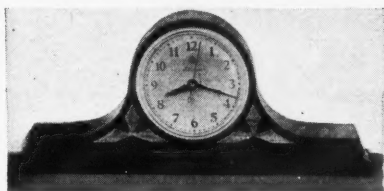
New Telechron Line

Several new electric clock models have been announced by the Warren Telechron Company, Ashland, Mass., for delivery to dealers in April and May. The addition of these new models, which range in price from \$9.75 to \$55 makes the Telechron line, the Company announces, the most complete in its history.

The feature of the new models is the trend toward high-quality clocks at lower prices. Included in the new line are the "Salisbury" model, retailing at \$9.75, which is in genuine high-lighted mahogany in Gothic design with 3½-in. gold-finished dial; the "Alden" model, \$12.50, which is virtually the same clock in design but has an alarm movement (this clock is scheduled for delivery about June 1); and the "Trenton" model, \$12.50, a mahogany tambour with satinwood ornaments. This clock is 13 in. in width and 5½ in. high, with 3½-in. gold-finished dial.

The "Apollo" modernistic model is now being offered in color—in ivory, green, blue and red, in addition to the black beetle and chrome model introduced last year at \$15. An adaptation of the "Apollo," called the "Diana," is also being offered, at \$18, in the same colors but with a Lumite translucent dial, illuminated by means of small electric lamps which distribute an even glow over the entire dial. The clock is also provided with rheostat to control the intensity of the light.

Among other new designs now in production at the Ashland plant are three uprights and three tambours, all in mahogany and ranging in price from \$11 to \$29.50. The "Hostess" model has been redesigned and is now being offered in seven colors.—*Electrical Merchandising*, May, 1931.



New Bryant Devices

Several new wiring devices recently announced by the Bryant Electric Company, Bridgeport, Conn., are a No. H271 tumbler type "Hemco" cord switch, of modernistic design, of brown bakelite, listed at \$1; a No. UR flush motor plug cap with binding screw terminals for back connections; a No. 3952SH flush tumbler switch with stamped steel handle, designed particularly for use in vapor-proof boxes where the switch is to be operated by means of an outside operating handle; a No. 4399 porcelain receptacle with brown screw ring with shadeholder groove and No. 4400 octagonal brown bakelite cover for 4-in. outlet boxes, the receptacle and plate, when used in combination, making an attractive ceiling fixture.—*Electrical Merchandising*, May, 1931.

Troy Utility Lamp

A patented swivel clamp with which the "Troy-Lite" utility lamp is equipped provides light while leaving both hands free for work. The clamp permits mounting of the lamp on automobile fender, shelf or any location from which it can direct the light where needed. The reflector is of metal and both reflector and guard are revolvable. The lamp comes equipped with 25-ft. rubber hose.

The lamp is made in two models, for general use—Model A, with rubber keyless socket and Model B with key socket. Its intended retail price is \$4.

A "Troy-Lite" Junior model is also offered, for home use. It is furnished in three colors, green, blue or orchid with cord and plug to match. It has patented swivel clamp and is adjustable to any position. It is listed at \$2.75.—*Electrical Merchandising*, May, 1931.



Hotpoint Range

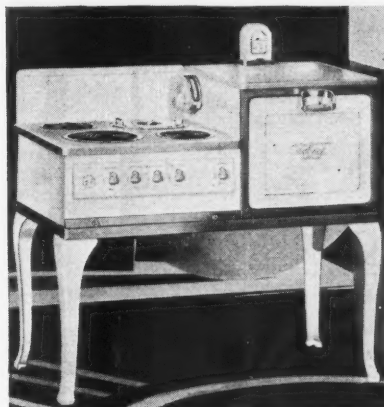
Four new models make up the new popular-priced line of ranges of the Edison General Electric Appliance Company, 5600 West Taylor Street, Chicago.

A feature of these new ranges is the new 2100-watt giant, Hi-Speed Calrod surface unit with stainless steel sheath. One of these burners is standard equipment on each of these four new models.

Models RA134 and RA136 have two Hi-Speed Calrod Surface units, utility size, 6½ in., 1200 watts, one 8½ in. burner, 2100 watts and two interchangeable open coil oven units, rated at 1320, 660 and 330 watts each in RA134 and at 1500, 750 and 375 watts in RA136. Range RA134 is slightly smaller in size and has smaller oven than RA136.

Models RA146 and RA148 have surface units similar to those described and in addition, have Thrift cooker, rated at 660, 120 and 100 watts. Oven units in these models are rated at 1500, 750 and 375 watts. RA148 is slightly larger in size than RA146.

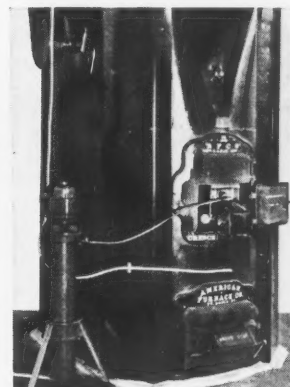
The ranges are finished in two-tone silverwing gray and white porcelain enamel, with bright parts finished in chrome plate. Automatic oven timer and modernistic clock may be had as optional equipment.—*Electrical Merchandising*, May, 1931.



5-Watt Mazda Lamp

For use in the many small lighting ornaments in the home, for which a very small, standard voltage Mazda lamp is required, and in signalling devices such as in hospitals and elevator annunciators where heretofore carbon lamps were the only types available, the Nela Park Lamp Development Laboratories of General Electric Company, Nela Park, Cleveland, Ohio, have produced a 5-watt lamp that is more efficient and economical to operate.

The lamp is rated at 5 watts, 110, 115 and 120 voltage. It has candelabra screw base, with S-6 clear bulb, straight-sided, ¾-in. in diameter. Its overall length is 1½ in. and its intended retail price is 30c.—*Electrical Merchandising*, May, 1931.



Moto-Heat Oil Burner

In the installation of the "Moto-Heat" oil burner of the Standard Engineering Works, 4343 Duncan Avenue, St. Louis, Mo., the grates are left intact and no fire brick work is required. The burner is made in two sizes—one for cottage, bungalow or flat of six rooms or less and a larger size for houses and flats up to ten rooms.

The burner is equipped with a vertical "Baldor" motor of the repulsion induction type. It has no moving springs, no check valves, strainers, no small outlets and the pump, it is explained, is always primed and runs in oil, which develops a low pressure of about 21 lb.

A feature of the burner is the gun located in the fire place door. The gun is made to function in any furnace which will burn coal successfully. The oil is atomized in the furnace and the air for combustion is induced through the fire door, similar to a Bunsen burner. Ignition is electric. In case of electric failure, it is easy to take out gun and start coal fire. Fuel oil used is 28-30.

The burner comes complete with stack control, room control thermostat, BX complete and radio interference eliminator. Its intended price is \$295, installed.—*Electrical Merchandising*, May, 1931.

New Electrical Merchandise

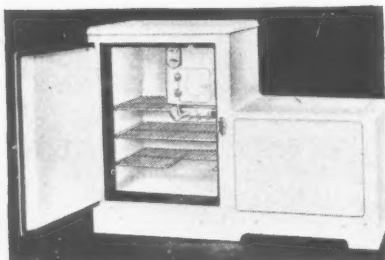


Buffalo 8-in. Ventilator

For small homes, apartments and kitchenettes, the Buffalo Forge Company, Buffalo, N. Y., has developed an 8-in. ventilating unit to handle the ventilation problem in these smaller quarters.

The fan is available for use on 110-volt, 60-cycle current only. It has a capacity of 500 c.f.m. and a speed of 1,500 r.p.m. It is intended as a permanently-installed unit and is equipped with inside and outside doors. A slight pull on the enameled rod opens the outside and inside doors to ventilation and starts the motor; a gentle push on the rod stops the motor and closes both doors tightly, giving double protection against air leakage. Possibility of rattling doors is prevented by springs which at all times hold the doors under tension.

Intended list price of the unit, complete with fan is \$45; fan and motor only, \$30.—*Electrical Merchandising*, May, 1931.



Norge Refrigerator

Built to fit the needs of "compressed apartment living," is a new sink-type refrigerator, announced by the Norge Corporation, Detroit, Mich., a subsidiary of the Borg-Warner Corporation.

This new refrigerator is known as Model 51-S and is designed to provide maximum storage in minimum space. It has a capacity of 5.12 cu.ft. and shelf area of 8 sq.ft. Right and left models are optional. Insulation is of Dry Zero and the ice making capacity is three trays of 18 cubes each, with a total capacity of 4½ lb.

Features of the machine are the "Rollator," a rotary compressor type mechanical unit, a combination cold control and defrosting switch mounted inside the cabinet; shelves which rest on Bakelite buttons with no hooks to annoy when cleaning, semi-vacuum type of door gaskets to insure an air-tight seal when the door is closed, the self-closing porcelain ice compartment, keeping food odors away from ice cubes, the exclusive Norge "Watervoir," a water and beverage chiller, with 1 gal. capacity, located under the freezing unit. All food compartment corners are rounded and easy to clean. Hardware is chromium plated. All models, it is pointed out, are "package merchandise," delivered complete to the home ready to operate without any assembly.—*Electrical Merchandising*, May, 1931.

Atlas Desk Lamp

The combination lamp, globe and desk set illustrated is offered by the Heather-Mathews Company, Inc., 411 Fifth Avenue, New York City.

The lamp is 19 in. high overall and comprises a 6-in. terrestrial globe in natural colors. It is mounted on a Brazilian onyx base and has metal adjustable shade. Its intended retail price, complete with two Parker pens, is \$48.

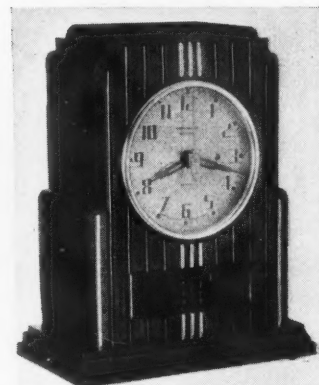
A combination table lamp and globe is also offered by this manufacturer. The S-10560 table lamp is 19 in. high and supports a free moving 6-in. globe of natural colors. The lamp has bronze finish and 12-in. simulated parchment shade. Its intended retail price is \$15.—*Electrical Merchandising*, May, 1931.



Grinnell Regal Washer

The Grinnell Washing Machine Corporation, Grinnell, Iowa, is announcing a new "Regal" washer, with porcelain tub, Lovell wringer and submerged agitator, to retail at \$59.50.

The washer is of 6-sheet capacity. It has mottled green porcelain tub, porcelain inside and out, and large four-blade, cast aluminum submerged bottom-driven agitator, direct drive, Westinghouse motor, Durex oilless bearings and substantial steel legs bolted to steel base, Bassick casters in rust-proof castor sockets. It employs the same mechanism used for years on "Grinnell" washers and on the "100 Year Laundry Queen."—*Electrical Merchandising*, May, 1931.



Waterbury Electric Alarm Clock

An all-electric alarm clock has been announced by the Ingersoll-Waterbury Company, Waterbury, Conn.

The alarm is automatic—once set it rings automatically every twenty-four hours. When the alarm is not desired, a silencer can be set the night previous. The clock has self-starting movement.

Two models of this alarm clock are offered: No. 114, Modernistic, in molded case of black with chromium or walnut with gilt, 7 in. high, listed at \$12.50, or No. 113, the "Coil Alarm" in Gothic design, molded case, walnut with gilt dial or mahogany with silvered dial, listed also at \$12.50. Without the alarm, the "Coil" is listed at \$9.95.—*Electrical Merchandising*, May, 1931.



Everhot Cooker

To meet the demand for a cooker of larger capacity than the EC Jr. 10 model, the Swartzbaugh Manufacturing Company, Toledo, Ohio, is introducing its new EC-15 cooker. This new model is larger in all dimensions and has greater capacity and more equipment. It is 15 in. high and 12 in. in diameter over all. Its net weight is 14 lb. The body of the cooker is of chromium-plated steel, trimmed in black. It has two heats, 600 watts, high heat and 175 low. It will accommodate a 7-lb. roast and three vegetables.

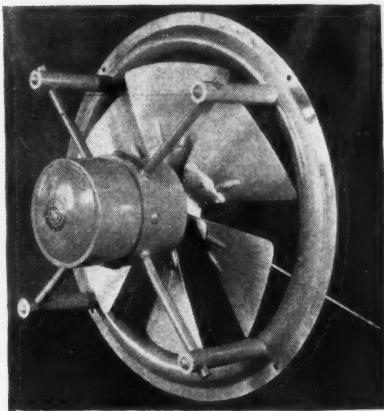
Equipment consists of two heavy gage aluminum utensils—one 4-qt. capacity and one 3-qt., trivet and utensil lifter. The intended retail price is \$15 east of Denver.—*Electrical Merchandising*, May, 1931.

Century Ceiling Fans

The Century Electric Company, 1806 Pine Street, St. Louis, Mo., is announcing the additional convenience of wall control for its reversible 36-in. and 60-in. ceiling fans. These fans have been previously announced by the Company with reversible switch located on the fan and the wall switch has now been included as an added convenience.—*Electrical Merchandising*, May, 1931.

Electrical Merchandising, May, 1931

New Electrical Merchandise



Sturtevant Propeller Fan

Announcement is being made by the B. F. Sturtevant Company, Hyde Park, Boston, Mass., of a new "Propeller" ventilating fan. The fan is made in four sizes, 12-, 16-, 20- and 25-in. All of these, with the exception of the 12-in. model, are offered in single-phase, 60-cycle, 110/220-volt types and in three phase, 60-cycle, 220 volts. The 12-in. size is offered in 110 volts only. The motor sizes on these four models are, respectively, $\frac{1}{2}$ hp., $\frac{3}{4}$ hp., $1\frac{1}{2}$ hp. and $2\frac{1}{2}$ hp., with input of 150, 200, 275 and 335 watts. Mounting panel is offered as optional equipment.

The intended price of the fan, in the four sizes, without panel, is \$40, \$46, \$90 and \$130. With panel, \$44, \$52, \$98 and \$140.

Other accessories available for use with the fans are automatic shutters, safety guards and pent houses.—*Electrical Merchandising*, May, 1931.



Circulat-Aire Air Heater and Circulator

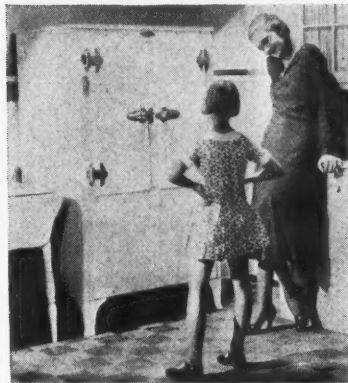
Forced air, either heated or cooled, is provided by the new "Circulat-Aire" of the American Appliance Company, Willard and Cooley Streets, Kalamazoo, Mich. It is designed to operate from 110-120 volt circuits, 60-cycle a.c., 25 or 30 cycles or d.c., consuming 1090 watts at 110 volts, with heating element and motor working together. The motor consumes only 20 watts.

The "Circulat-Aire" is offered in four finishes: Antique bronze, two-tone green, two-tone lavender and mahogany. In size it is no larger than a radio speaker, measuring only 15 in. high, 14 in. wide and 6½ in. deep. Its weight is 10 lb. The intended retail price with 2-way switch, \$14.90, f.o.b. Kalamazoo.—*Electrical Merchandising*, May, 1931.

New Frigidaires

The new all-white porcelain-on-steel Frigidaires now on display in show-rooms have many new features to recommend them, the Frigidaire Company, Dayton, Ohio, announces.

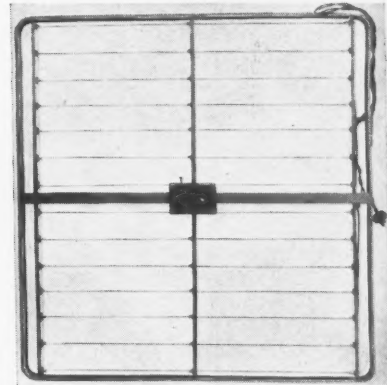
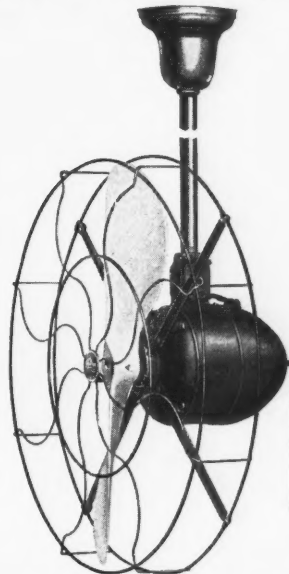
The exterior finish is of white porcelain on steel and the interior is of acid-resisting porcelain, immune to the strongest fruit juices. The operating cost, it is announced, is lower, freezing is faster and there is more ice cube capacity. All eight models in the line—the W-3, W-4, W-5, W-6, W-8, W-10, W-12 and W-18, are guaranteed for three years. The guarantee, it is declared, covers the compressor, the coil and the cabinet. Four of the models have one door, three are of the two-door type and the largest has four doors.—*Electrical Merchandising*, May, 1931.



Emerson Tornado Fan

Although primarily intended for ceiling mounting, the new "Tornado" fan of the Emerson Electric Manufacturing Company, St. Louis, Mo., can be inverted for mounting on a pipe and used as a column fan without the necessity of changing any parts of the motor.

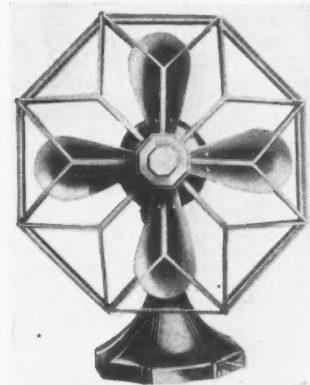
The fan has a two-blade, airplane type propeller, 23 in. in diameter, with a free air capacity of 3,500 cu.ft. of air per minute. A ceiling canopy and hickey with lag screw for fastening to wood ceiling are regularly supplied but no hanger pipe is included. A special feature is the adjustable mounting yoke which permits the fan to be tilted to any position between 15 deg. above horizontal to 30 deg. below horizontal. Guard, motor and fittings are finished in black enamel and aluminum blades are in natural finish. The fan is made for 110 volts, 60 cycles and is listed at \$50.—*Electrical Merchandising*, May, 1931.



Electromaster Plant Grower

For a large potential market among commercial gardeners and amateur growers of flowers and vegetables, Electromaster, Inc., 1803 East Atwater Street, Detroit, Mich., has developed an electric heating unit for use in outdoor hotbeds and for indoor plant germination.

The unit follows the general pattern of the "Electrochef" oven element, except that it operates at low temperature at 115 volts and is rated 275 watts. The unit is portable and can be plugged into any convenience outlet. The desired range of temperature is automatically provided for by an adjustable thermostat. The unit is 33 in. square and is designed to heat an outdoor area of 3 ft. x 6 ft. The list price of the unit, including thermostat, is \$10.—*Electrical Merchandising*, May, 1931.



Westinghouse Debon-Air Fan

Harmonizing both in design and finish with modern furnishings and modern surroundings in the home is the new "Debon-Air" fan brought out by the Westinghouse Electric & Manufacturing Company, Mansfield, Ohio. A modernistic motif has been followed in the design of both pedestal and guard and a finish of silver oxide applied. The basic construction, however, is that of the standard Westinghouse 10-in. oscillating fan.

The fan is of portable type and can be used in either upright position or on the wall in bracket position. It operates at two speeds and is controlled by a 2-speed regulative switch. Micarta blades are used. Models of this fan are available for 100/120 volt operation on 50 or 60 cycle, a.c. and for 100/125 volt operation on d.c. or 25-cycle a.c. The intended retail price is \$22.75.—*Electrical Merchandising*, May, 1931.

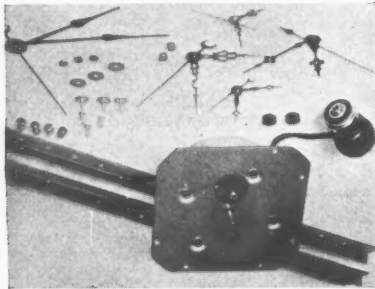
New Electrical Merchandise



Easy 2W Washer

A recent model to be added to the "Easy" line of washers (Syracuse Washing Machine Corporation, Syracuse, N. Y.), is the 2W, a vacuum-cup, wringer machine.

This new machine, in addition to its vacuum cup washing principle, has a large capacity—8 lb. of dry clothes. It has safety switch to guard against damage to washer, motor or blown-out fuses in case of overload or temporary power cut-off during the washing. Another feature is the large wringer with large, heavy, nicked frame and large, soft balloon rolls. The tub is finished in jade green porcelain. Intended retail price of the 2W is \$119.50.—*Electrical Merchandising*, May, 1931.



Hammond Clock Kit

To meet the demand of business created by electrifying of old clocks, the Hammond Clock Company, 2915 North Western Avenue, Chicago, is offering the trade a complete kit of parts with which the dealer can electrify the old spring-wound clock.

The kit includes a complete movement, adjustable mounting brackets for installation in cases of various sizes and design, five sets of hands to accommodate various size dials and all the other necessary parts.

The retail value of the parts in the kit is \$9.75. The Company states that its distributors are now in a position to supply their dealers with the new clock kit.—*Electrical Merchandising*, May, 1931.

Radio Set Analyzer

Designed to definitely meet the requirements of the average service man is a new set analyzer, the "Readrite," announced by the Readrite Meter Works, Bluffton, Ohio.

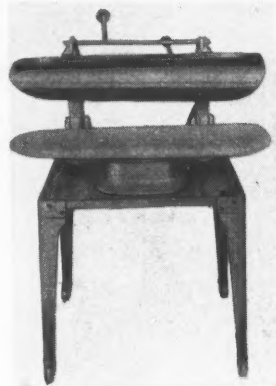
The Model 700 analyzer is a compact device, being contained in a carrying case, the outside dimensions of which are only 10½ in. x 7½ in. x 3½ in. The analyzer contains a d.c. voltmeter, an a.c. voltmeter and a milliammeter. Among the numerous tests possible with this new device are the following: Line voltage, filament voltage (both a.c. and d.c. accurately on the same meter), "C" voltage, continuity tests and many other tests.—*Electrical Merchandising*, May, 1931.

Meadows Press Ironer

Over 390 sq.in. of pressing surface are provided by the new press ironer brought out by the Meadows Manufacturing Company, Bloomington, Ill.

This ironer has no roll, having instead a pressing plate and shoe. The shoe is of heavy gray iron, chromium plated, 34 in. x 12 in. and is of sufficient size to iron full length of shirts or press trouser legs with single application. It is offered in hand and power models, heated by electricity, gas, gasoline or bottled gas. The electric element is of Westinghouse, 1,400-watt, ribbon type, carrying a 5-year guarantee. The motor is ½ hp., Westinghouse. The hand model exerts 400-600 lb. pressure, operating with hand lever and cams.

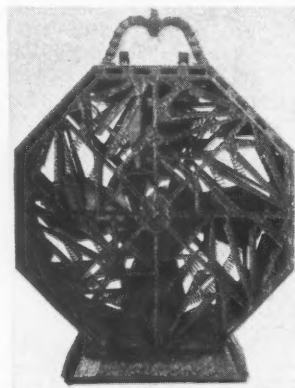
Operation is from seated position, kitchen chair height, with right-hand foot lever for power model and hand control for hand model. A special table top is available for mounting on top of ironer when it is not in use, providing an extra table. Finish of the ironer is light buff with polished trim. The intended retail price of the power model is \$129.50, and with table, \$139.50; the hand model is \$59.50, with table, \$69.50 and with table and top, \$74.50.—*Electrical Merchandising*, May, 1931.



Thermador Heat-Fan

Two functions are served by the "Thermador Heat-Fan" of the Hoffman Specialty Company of California, Ltd., Los Angeles, Cal.—that of heating the air and that of cooling and circulating the air. The "Heat-Fan" weighs only 7½ lb. and stands 13 in. high. It is rated at 115 volts, 50 or 60 cycles, and is operated by an induction type motor which does not cause radio interference.

The finish of the "Heat-Fan" is statuary bronze, although other colors may be had on special order. The intended retail price of the Type HF-161 Heat-Fan, 1650-watt capacity, is \$27.90.—*Electrical Merchandising*, May, 1931.



100-Watt Tubular Mazda Lamp

The Nela Park Lamp Development Laboratories of the General Electric Company is announcing a new tubular lamp, the 100-watt T-12, to meet the demand for higher wattage linear light sources, created by built-in lighting.

The new lamp is described as having the advantage of a long line of light which may be conveniently located in areas where space is limited in modern building design, and in counters, show cases and window signs requiring an even intensity of illumination.

The lamp is rated at 100 watts, 110, 115 and 120 volts, has clear finish and medium screw skirted base. Its maximum overall length is 34 in. and the bulb is 1½ in. in diameter.—*Electrical Merchandising*, May, 1931.



Royal Cleaners

Three new models of "Royal" cleaner are being announced by the P. A. Geler Company, Cleveland, Ohio. These new models are the "Royal Purifier," "Royal Super" and "Royal Princess."

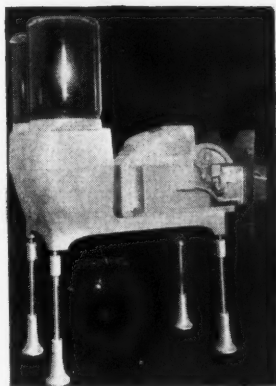
The "Royal Purifier" has chemical chamber for sterilizing germ-laden dirt passing through the fan chamber. It has an improved 15-in. nozzle with new self-cleaning floating brush, adjustable to four positions, comfortable handle with trigger switch and super service kinkless cord with unbreakable soft rubber attachment plug. The bearings are automatically oiled. The intended retail price, including floor polisher and 5-oz. jar "Royal Germicidal Crystals," \$65.

The "Royal Super" also, has 15-in. nozzle with three position, adjustable, self-cleaning, floating brush and, like the "Royal Purifier," has two rear wheels and handle lock for perfect balance in tilting nozzle from floor. Intended retail price, including floor polisher, \$48.50.

The "Royal Princess" has 14-in. nozzle with self-cleaning, floating brush and, like the other two models has bearings that require no oiling. This model is described as a high speed, light weight cleaner for all types of cleaning service. It is listed at \$38.50.

A complete set of cleaning tools for all types of home cleaning, aerating and sanitizing is also being offered, for use with all "Royal" models. This set includes "Royal" sprayer, 8-ft. hose, hose connector, blower connector, 6-in. nozzle and brush, curved extension tube and flat blower tool. The set is listed at \$10.—*Electrical Merchandising*, May, 1931.

New Electrical Merchandise



Summerheat Portable Oil Burner

As portable as the electric refrigerator, radio or washing machine is a new automatic oil heating system, announced by the Summerheat Corporation of America, successors to The Oil Burner Division, The Beckwith Company, Dowagiac, Mich. For complete operation, after the burner is set in the basement, it is necessary merely to plug into the electric circuit and lift the Indian head. The equipment is all-aluminum construction and the oil—approximately a 36-hour supply—is fed from interchangeable bottles. Automatic control is secured through the use of the portable thermostat.

In rented homes, the burner can be operated as is the modern automatic coal stoker by replacing or refilling the fuel supply bottles from time to time. For permanent installation, it may be hooked up to a basement supply tank. At the present time the manufacturer states, oil companies are considering the distribution of this portable oil heating system on a rental basis putting oil heat on the same basis as a milk route is operated and thus making the system available to renters as well as home owners without the first investment cost.

The system is applicable to all types of domestic heating plants and has a heating capacity up to 15 rooms.—*Electrical Merchandising*, May, 1931.



Pilgrim Candlelight

A self-contained candle lamp, with flame bulb, operated by a battery, is being offered by the Chase Brass & Copper Company, Specialty Sales Department, 200 Fifth Avenue, New York City. The base of the lamp is of Chase brass, finished in dull nickel, polished natural brass or polished copper. The intended retail price of the candle lamp, complete with battery and bulb, is \$1.—*Electrical Merchandising*, May, 1931.

Electrocut Vegetable Cutter

A labor-saving appliance that will be of particular interest to commercial kitchens is the electric vegetable cutter of Froney Electrocut Inc., Racine, Wis. This cutter, the manufacturer points out, is 20 to 30 times as fast as hand labor. It is made to slice all kinds of vegetables including potatoes for French fry, shoestring, chips, etc., in any thickness. The machine is adjustable so that the thickness of the slice can be instantly changed.

The body of the cutter is of aluminum and the cutting knives of stainless steel. It is made for operation from the lighting circuit. Its intended retail price is \$250. A smaller model, to be sold for \$147.50, will soon be available.—*Electrical Merchandising*, May, 1931.



Flap-A-Lite Cigarette Lighter

Something unique in electric lighters is offered by the N. Shure Company, Adams at Wells Streets, Chicago. The lighter is a flapper's head, with the heating element in the mouth. When the lighter is lifted the current is automatically turned on, being automatically turned off when set down. No switches or buttons are employed.

The lighter is made of cast metal in bronze-plated finish, is approximately 4½ in. wide at the base and 7 in. high. The intended retail price of the "Flap-A-Lite" is \$1.25.—*Electrical Merchandising*, May, 1931.



Smoker's Lamp

A little door that opens and carries on its inner side cigarettes and matches is a feature of the base of a charming new smoker's lamp. The lamp base is of painted tole and may be had in all colors. The 12-in. shade is in natural parchment color with a design of burnt matches. The lamp, overall, is 16½ in. high and its approximate retail price is \$10. The lamp is manufactured by the Frederick Cooper Studios, of Chicago and is sold by Mary Ryan of 225 Fifth Avenue, New York and 17 North Wabash Avenue, Chicago.—*Electrical Merchandising*, May, 1931.



General Electric Radio

Announcement is made by the General Electric Company, Merchandise Department, Bridgeport, Conn., of its first small radio set. Two models are offered, a "Junior" and a "Junior Console." Using every available and practical inch of space in these small sized cabinets, the announcement states, the full principles of full range radio are carried out.

The chassis is made up of an 8-tube, screen-grid, heterodyne circuit. Terminals are attached for electric phonograph connections. A standard 8-in. dynamic speaker, a new improved tone-control and the new super-control Radiotron are features of the sets.

The "Junior" model, weighing 35 lb., is a portable set, 19½ in. high. The "Junior Console" is encased in a Duncan Phyfe cabinet, 38½ in. high x 21½ in. wide. The intended retail price of the "Junior" is \$62.50, less tubes and the "Junior Console" is \$82.50, less tubes.

The "Junior" model is also available with clock built into the cabinet. The clock operates independently and has been shielded to prevent possible interference.—*Electrical Merchandising*, May, 1931.



Eveready Wallite

For installing a practical and economical light in the many dark places not reached by electric light lines, the National Carbon Company, 30 East 42nd Street, New York City, has developed its new "Wallite."

Each light is equipped with pull chain switch. A pair of screws to secure the light in place is packed with each "Wallite." The light is made in two finishes—old ivory and black morocco, both finishes having Butler nickel trim. Dimensions of the light are 5½ in. x 4½ x 1½ in. thick. The unit package for the new light is five of one color. It is made to retail for \$1.75, including lamp and batteries.—*Electrical Merchandising*, May, 1931.

lighting



PICTURE CONTEST
Contestants, 560; entries, 1,956. They helped sell 45,000 photoflash lamps

PHOTO FLASH

TO THE country's amateur, professional photographers, General Electric's contribution of the Photoflash lamp for flashlight photography has added to picture-taking pleasure, broadened the scope of amateur activities. In size comparable to a regulation 60-watt lamp, the Photoflash is said to be the most powerful light source ever contained within a glass bulb. It is said to emit three times more light than the world's largest incandescent lamp (see cut) of 50,000 watts consumption. The 50,000-watt lamp for use in motion picture, airport lighting work, emits 150,000 candlepower, will burn approximately 100 hours. The Photoflash lamp while only burning for 1/50 of a second emits 500,000 candlepower. Estimated: If the Photoflash were made in the 50-kilowatt bulb size, its light would be about 20,000,000 candlepower.

To test the practicability of the new Photoflash lamp, Cleveland's Photographic Society sponsored a competition recently in which amateurs were to enter pictures taken with the lamp. From 560 contestants came 1956 entries revealing a surprisingly high average of good prints. To the Edison and National Lamp Works, General Electric Company, the sale of 45,000 Photoflash lamps during the contest, made their tie-in a shrewd move.

Anticipated in the near future is the wider spread of home portraiture, made easy by photoflash. Elimination of fire hazard makes the lamp attractive to amateurs.

MEASURING STICK

AS A measuring stick to gage the worthwhileness of going after home lighting load, E. W. Commery, in charge of residential lighting, Nela Park, in his talk at the recent Home Service Conference in Chicago, drew an interesting comparison between the revenue-producing possibilities, in dollars, of appliances and lighting.

This measuring stick is that of weighing the original cost of the revenue-producing item against its revenue-producing possibilities in dollars. For example, an electrical hand iron costing \$5 can produce \$4.32 in revenue in one year while a waffle iron costing \$8 can produce \$1.80 in revenue in one year. Obviously the hand iron is the better of the two because more revenue dollars are produced per original purchase dollar spent for the hand iron. To apply the measuring stick referred to in these two cases we find that a dollar spent for a hand iron produces 87c. in revenue, while a dollar spent for the waffle iron produces 23c. In other words, dollars spent for waffle irons are one-fourth as effective in producing revenue as dollars spent for hand irons.

In the terms of the measuring stick, every dollar spent for lamps for empty sockets produces \$3.28 in revenue. By comparison with the best appliance from a revenue-producing standpoint, the lamp is just four times as effective. This indicates, at least in part, Mr. Commery believes, the worthwhileness

of educational and promotional effort on home lighting.

Likewise, in the matter of the now popular indirect lighting floor lamp, selling, let us say, for \$25, every dollar spent for such lamps can produce 72c. in revenue, placing this device third on the list of revenue-producing equipment and being surpassed only by the electric iron and cooker. Probably, it properly belongs second in the list, for the number of homes that can really use the lamp is infinitely greater than the homes that can use the cooker.

"These two cases," said Mr. Commery, "are sufficient, I believe, to illustrate the point which we are trying to establish. Anyone looking the situation squarely in the face must concede that residential lighting deserves a real place in the program of any utility and cannot continue to be an appendage."

SCREENS, PANELS

HOME lighting is by its very nature an intangible commodity. The residential customer is not familiar with the meaning of home lighting and, Mary Webber of Nela Park pointed out in her home lighting talk at the recent Home Service Conference, we are trying to sell the customer something she does not even know she needs, wants. The home lighting story, therefore, must be popularized. Miss Webber suggests a group of portable screens to form a background for such furniture groupings as correctly, adequately, effectively illustrate lighting recipes, thus bringing the lighting inference to the customer through allied interests of furniture, decoration.

A typical grouping consists of four screens, each having three double-hinged panels, 2 ft. x 7 ft. The screens are covered with tan rep, selected for its neutral color, harmonious with any room color scheme. In the center panel of each is a double convenience outlet and the center panel of two of the four screens is equipped with a wall outlet.

These screens are flexible, easily transported and low in cost. They can be used in home service lecture set-ups, in the showroom, window, exhibits, anywhere a lighting set-up is desired.

So flexible are the screens and the possible furniture arrangements that they may be arranged as the setting for a single grouping of furniture or for the entire end or side of an average-size room, living room, dining room or bedroom. They can be set up effectively in as small a space as 8 ft. x 4 ft. or in a stage space of 16 ft. x 6 ft.



RELATIVITY

The big one, 150,000 candlepower, 100 hours; the little one, 500,000 candlepower, 1/50 of a second

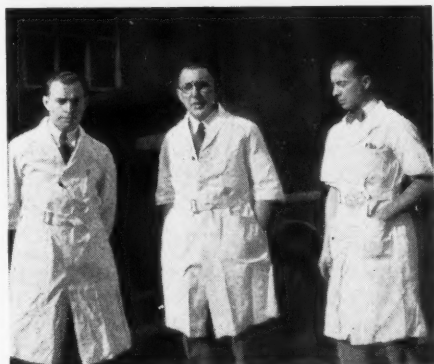
WASHER HOSPITAL

SIX years ago William Vogel started the Washing Machine Service Company of Los Angeles, undertook to specialize in that department of the business which has always been looked upon as its chief source of grief.

From a cubby hole on a back street his business has grown until he now has the largest establishment in the country devoted exclusively to washing machine service, in addition has developed a nice business in parts, rollers, which he manufactures for all makes of machines. A year or two ago two of his employees, Wenzl Seastrom and Irvin Nebb became co-partners with him.

His experience with thousands of distressed washing machines which have passed through his hands has shown him that much of the so-called grief generally associated with this work can be avoided.

First of all, he finds that a large proportion of the service calls would have been unnecessary had the machine been properly sold in the first place, "Ninety per cent of all service calls on the older types of washing machine are due to a failure on the part of the housewife to adequately oil her motor," says Mr. Vogel. "If the salesman had emphasized this point sufficiently at the time the machine was sold, many of the service calls would have been saved. Had the housewife been instructed further to use plenty of water and not to overload the machine the service demands would be reduced to a minimum. Few women know how to use their rollers to the best advantage, not infrequently bunching the clothes in the middle and overloading the motor at the same time that the wringer rolls are worn out. The dealer who would reduce his servicing costs to a minimum should take pains to demonstrate good practice in the use of the wringer."



To Chief Surgeon William Vogel (center) goes credit for starting the business. His co-partners, Wenzl Seastrom, Irvin Nebb, once worked for him, now with him.



THE DOCTORS

To these men the job of putting new life into old washers is an everyday occurrence. They will rip 'em apart, put 'em together again in twenty-four hours.

He finds that the newer grease-encased machines should have an overhauling at least once a year, if only to prove that they do not need it. Hint: It pays to use good grease. An inferior product which will impede the operation of the motor in time, of course, is a menace. Not less to be avoided is the dark colored grease which may ooze out and make the handling of this household device as perilous to cleanliness as the under side of an automobile.

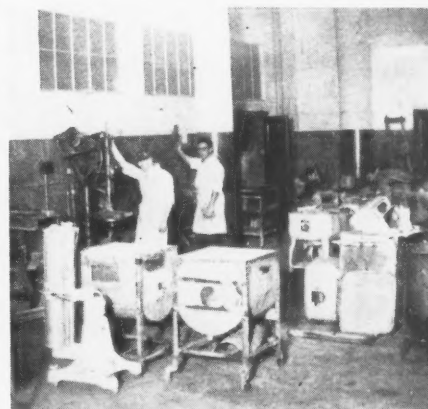
Mr. Vogel now has seven service trucks in the field, a schedule of service demands which runs from 100 to 200 calls a day. Each request for service is noted down on a regular form as it comes in. These are distributed to the drivers in the morning, dividing them as nearly as possible by districts. It is the responsibility of each service man to make out his own schedule, leaving the order of his calls with the central office. It is thus possible for the office to locate him in case of a service request in the same neighborhood. In addition, he is required to call back three times during the day, at which time he may be instructed further.

In general, service calls average 10 minutes; under no circumstances are they allowed to exceed one hour. In case of a breakdown which requires a greater length of time for repair, the machine is brought into the shop for treatment.

One of the lessons which Mr. Vogel learned early in the game was never to do a major repair job in the presence of the owner. Should it be necessary to turn the machine upside down, for instance, the housewife is immediately appalled at the rough treatment she thinks

it is being accorded. Where a guarantee of service has been given it is usually better to minimize the difficulty. She is therefore told simply that the machine must be taken to the shop to be tested out and when next she sees it, it is in perfect working order.

A portion of Mr. Vogel's business consists of contracts he has undertaken



The operating room sees washers of all sizes, makes, shapes, age re-finished, given a new lease of life.

with certain washing machine manufacturers, and dealers to handle all their servicing business. Where this expense is borne by the dealer he makes a charge of \$1 per call, \$1.25 per hour for shop work. In addition a growing part of his business consists of calls direct from the public, asking for service. For these a minimum charge of \$1.50 per call is made, varying according to what is required. A general overhaul of the machine in the shop is charged for on the

(Continued on page 79)

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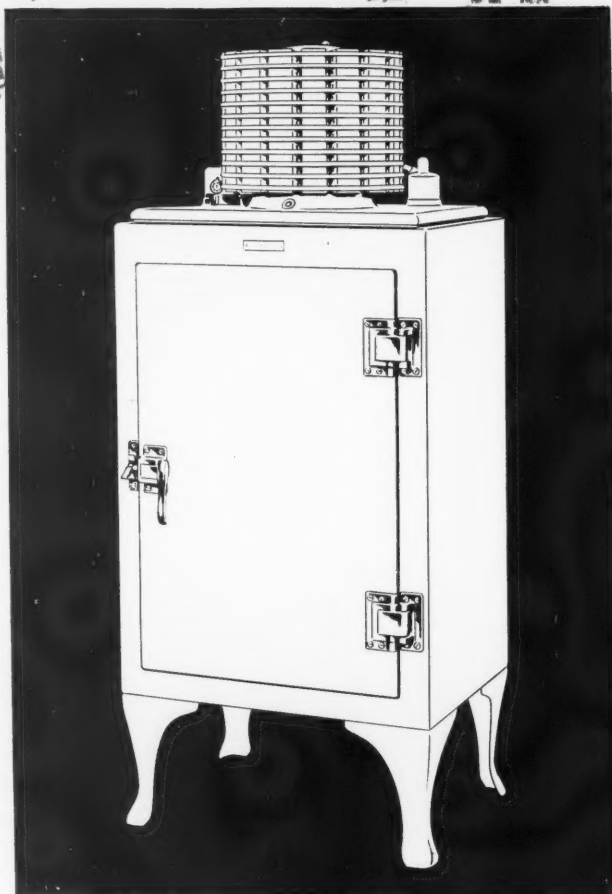
and now selling still faster

LOWER PRICES

plus new low terms—now!
These features are potent sales-
men for the General Electric
Refrigerator.

NEW REFINEMENTS

Sliding shelves, new hardware
and other refinements add
important selling points.



Join us in the General Electric Program, broadcast every
Saturday evening, on a nation-wide N. B. C. network.

GENERAL ELECTRIC


ALL-STEEL REFRIGERATOR

DOMESTIC, APARTMENT HOUSE AND COMMERCIAL REFRIGERATORS • ELECTRIC WATER COOLERS

ALREADY . . .

3

with the **YEAR GUARANTEE**



IN a little less than four years, a million people have bought General Electric Refrigerators. Yet now—today—more General Electrics are being sold than ever before!

The famous 3-Year Guarantee—on each entire model in the whole domestic and commercial lines—is sweeping customers into General Electric dealer stores—making spot sales out of leads—changing “some day” into “now”!

A brilliant performance record made in a million homes is back of the General Electric 3-Year Guarantee. Every one of these million owners is boosting the General Electric to his friends—telling them of his own record of spotless performance. A huge national advertising campaign keeps interest alive—converts new General Electric enthusiasts.

Today the famous Monitor Top has become everywhere the symbol of flawless service—of

economical, expense-free home refrigeration. Millions know that within the ageless steel of the Monitor Top, all the General Electric’s mechanism is hermetically sealed—operates in a quieting bath of oil. New millions are learning of the General Electric’s new refinements—the porcelain-lining, stain-resisting and acid-resisting; the sliding shelves; the finger-tip latches—the 3-Year Guarantee!

Capping this climax come new low prices—and the easiest terms in General Electric history. No wonder General Electric sales are booming! No wonder that today the urge to buy *immediately* is moving so many people. No wonder that alert dealers everywhere are running their sales sky-high—selling the General Electric—the All-Steel Refrigerator that once sold, stays sold!

General Electric Co., Electric Refrigeration Department, Section DE5, Hanna Building, 1400 Euclid Avenue, Cleveland, Ohio.



GENERAL  ELECTRIC
ALL-STEEL REFRIGERATOR

DOMESTIC, APARTMENT HOUSE AND COMMERCIAL REFRIGERATORS • ELECTRIC WATER COOLERS

Electrical Men in the Month's News



NICHOLAS

Former head of his own distributing company, E. A. Nicholas succeeds H. C. Grubb as general sales manager of the R.C.A. Victor Company. His the full authority with the exception of the foreign field.



VOGEL

Ernest H. Vogel also came in for promotion under most recent R.C.A. Victor organization shake-up. Former manager of radiola sales, to him now goes the job of manager of all domestic sales.



BOUCHERON

Eight years in charge of R.C.A. advertising, later in charge of Atlanta district office, Pierre Boucheron returns once more to his old love as manager of advertising and sales promotion for the same company.



MILLER

Pacific Coast manager for the Robeson-Rochester Corporation, heating appliance, metal ware manufacturers, P. B. Miller rejoiced this month in the opening of new warehouses, offices, in San Francisco.

New RCA Victor Appointments Announced; Nicholas, Vogel, Boucheron Promoted



CLOUGH

For nine years with the Belden Manufacturing Company, the latter three spent as manager, Merchandise Division, H. W. Clough becomes sales manager under a set-up which consolidates all Belden sales divisions under his direction.

Announcement has just been made of the following promotions, appointments in the Sales Advertising staffs of the RCA Victor Company, Camden, N. J. E. A. Nicholas, formerly head of the distributing company bearing his name, has been appointed general sales manager in charge of all sales excepting the foreign field, and succeeding H. C. Grubbs, resigned; Ernest H. Vogel, formerly manager of radiola sales, has been promoted to manager of domestic sales; Pierre Boucheron, for eight years advertising manager of the Radio Corporation of America, and later in charge of the Atlanta district office, has been appointed manager of advertising, sales promotion; L. W. Yule, formerly Pacific Coast district manager, has been made assistant manager of domestic sales; William F. Arnold has been appointed manager of record sales; Walter W. Clark, formerly manager of the record department has been placed in charge of artists and repertoire; E. M. Hartley is manager of service department, and B. Aldridge and A. R. Beyer have been placed in

charge of distribution order routine and general distributor contact.

The new appointments mark the completion of a reorganization consolidating the Victor and RCA Radiola Divisions of the RCA Victor Company. According to the announcement, realignment of the wholesale distribution system of the two divisions has been practically completed, and shipments of the first product bearing the combined RCA Victor trademarks.

Crites Joins Portland General Electric Company

Orr E. Crites, for the last year and a half personnel director of the Laidley Company, distributors of General Electric refrigerators, Portland, Ore., joined the organization of the Portland General Electric Company recently as merchandise manager. He will succeed G. A. Kumler, who has taken charge of the Portland appliance store of the company.

Frost on P.C. Electrical Bureau

A. M. Frost, manager of agricultural sales, Pacific Gas and Electric Company, San Francisco, and S. E. Gates, Los Angeles district manager, General Electric Company, have been elected to the board of directors of the Pacific Coast Electrical Bureau. Mr. Frost will serve as chairman of the Bureau's agricultural electrification committee, and Mr. Gates as chairman of the finance committee.

McCarthy New Sales Manager for Sylvania

The sales activities of the Sylvania Products Company are now under the direction of E. H. McCarthy, whose appointment to the position of general sales manager has just been announced.



CRITES

From personnel director of the Laidley Company, Portland, Ore., distributors of General Electric refrigerators, Orr E. Crites recently succeeded G. A. Kumler as merchandise manager of the Portland General Electric Company.

Rowe Heads

San Francisco League

Arthur E. Rowe, president, A. E. Rowe Company, Inc., has been elected president of the San Francisco Electrical Development League succeeding Ernest Ingold, and W. A. Cyr, associate editor, Electrical West, has been re-elected secretary-treasurer. The following three new members were elected to the board of directors: Al C. Joy, manager of publicity, Pacific Gas and Electric Company; Harry Thomas, manufacturers' agent; and Edward Martin, Sterling Electric Company, contractor. The three remaining members of the board who will serve for another term are George C. Tenney, editor, Electrical West; Charles Huyck, Graybar Electric Company; and W. R. Marshall, Westinghouse Electric & Manufacturing Company.

Wells Leaves Eureka

William H. Wells, until recently eastern sales manager of the Eureka Vacuum Cleaner Company, has just been appointed sales manager of the Harmon National Real Estate Corporation, with headquarters at 140 Nassau Street, New York City.

Castagnola Heads Lionel Sales

Mr. Salvatore Castagnola formerly president and general manager of The 4 Arts Studio, has been appointed sales promotion and advertising manager of The Lionel Corporation, 15 East 26th Street, New York City, manufacturers of Lionel electric trains.

Cunningham Heads RCA Radiotrons

Frech Returns

Appointment of Elmer T. Cunningham as president of the RCA Radiotron Company, Inc., tube manufacturing subsidiary of the Radio Corporation of America, was announced today by David Sarnoff, chairman, Board of Directors, Radiotron Company.

T. W. Frech, former president of RCA Radiotron Company, Inc., returns to his former duties with General Electric Company as vice-president in charge of its Incandescent Lamp Department.

The E. T. Cunningham Inc., radio tube organization, of which Mr. Cunningham is the founder, is a wholly-owned subsidiary of the Radio Corporation of America. Its product is marketed under the Cunningham trade name through an entirely separate and distinct channel of distributors and dealers.

washers

(Carried forward from page 75)

basis of labor, which usually comes to about \$15, plus parts, materials.

Classified advertising in the telephone book has proved the most effective way of attracting this independent business, plus the gradual spreading of his clientele through satisfied customers. The company's display ad in the telephone book has increased in dimensions as his business has grown—and vice versa—the business has grown with the increased advertising.

Mr. Vogel has found that it is quite possible to charge an adequate price for the repair job and to make the customer like it. His men are taught the necessity of "selling" their work to the customer, a practice which, more than anything else, he believes, is responsible for removing the service "grief."

All terms are cash. This entirely does away with the monthly collection difficulties which seem to be inherent in any form of repair work, lessens overhead because credit and collection departments can be entirely omitted. When an owner feels hurt at not being allowed credit, she is asked to talk directly with the office. Here it is explained to her that her credit is not questioned in any way—simply, the firm has not any way of handling such accounts. Inasmuch as her contact is at long intervals, the expense of maintaining such a service would not be justified; would increase the cost of repair work. Usually this satisfies her, the repair work proceeds on a cash basis.

To protect the dealers and manufacturers whom he serves, Mr. Vogel sells no machines at retail. When his service man comes across a machine not worth repair or notes that the customer is in the market for a new machine, this information is passed on to the client for whom the work is being done. Should the service call be an independent one, an overhauling of the old machine is suggested first—and here again good salesmanship has frequently resulted in a job for the shop in complete rebuilding. Where the purchase of a new machine would clearly be to the best interests of the purchaser, however, this information is given to the manufacturer of the make mentioned by the customer, or if no make is specified, to the office of the power company or of the Bureau of Power and Light.

Important in the background of this business has been the manufacture of washing machine parts and rollers which has enabled Mr. Vogel to rebuild and service any make or vintage of machine, however ancient, orphaned. So important has this proven that the service has been extended to other deal-

ers and the parts department alone did a \$52,000 business last year, while the subsidiary "Wringer Roll Manufacturing Company" delivered \$16,000 washing machine rolls to the trade.

HORTON BIRTHDAY

WITH a 16-page insert in the Fort Wayne *Journal Gazette*, the Horton Manufacturing Company, pioneer washing machine makers, announced to the world that they had arrived at the sixtieth milestone in their history. Contributing to the ambitious piece of promotion material were many flourishing Fort Wayne industries, all manufacturers whose product was in any way identified with the production of the Horton washer.

To Arthur M. Dodd, sales manager, director of the company goes much of the credit for the job. Formerly connected with Federal Electric Company, Commonwealth Edison Company, Mr. Dodd has managed Horton sales distribution since 1922. To William White, advertising manager, the job represented the culmination of much planning, hard work.

Organized first in 1871, the Horton company was first under the presidency of Dr. Theodore Horton, whose conception of a mechanical washing machine—a wooden affair operated by hand—laid the foundation for the business that was to come. Associated, too, at this time was Henry C. Paul, today president of the concern. In 1903 came the first metal tub—corrugated copper, in 1909 the first powered washer, in 1920 the first steel tub. In 1923 Horton bought out the Michigan Washing Machine Company, Muskegon, moved the factory to Fort Wayne. Despite the fact that the old wooden tub washing machines have been entirely displaced by metal it is considerable tribute to their sturdy manufacture that demand existed for them up until only two years ago.

1931 UP IN UNIT SALES

TO THE year 1931, washing machine manufacturers, distributors, dealers, may look with increasing confidence. Not misplaced have been the prophecies concerning unit sales, dollar increases over 1930. From the American Washing Machine Manufacturers' Association, comprising some 80 per cent of the washing machine industry comes the report that unit sales for the first quarter are 8.3 per cent over the figures for 1930. March figures show an increase of 9.4 per cent.

WASHERS, IRONERS

ELECTRICAL laundry equipment still offers a big field for sales despite concerted effort to remove laundering from the home. E. N. Hurley, Jr., pointed out in his talk at the recent Home Service Conference, adding also, that saving, satisfaction are still selling the homemaker on the electrical home laundry. An angle for utilities to consider in washer sales is the accompanying hot water demand, water heating load.

The major portion of the laundry manual (part of the appliance series being prepared by the Manufacturers' Subcommittee) was presented by Grace Pennock, *Delincator*, in which she made a plea for standardization of washer features, terms—for the measuring of tub capacity in pounds of dry clothes rather than in sheets, for standardized time studies, for less emphasis on speed of washing action; moderate action is safer, more practical for average use.

The home service woman in the role of doctor to the customer's patient, is the plan suggested by Mildred Nichols, Graybar. Successful washer selling, Miss Nichols believes, depends upon the home service worker's ability to diagnose, prescribe the right remedy for the laundry ills of the particular prospect, the same applying to ironers, other laundry equipment. Here the home service woman by her close contact with everyday laundry problems can perform a valuable service to the housewife.

CINDERELLA ON THE COAST

A Pacific Coast distributing organization for the Cinderella portable washer has been established by W. C. Allen, sales manager of the Black & Decker Manufacturing Company, Towson, Md.

Ernest Ingold, Inc., of San Francisco, Pacific Coast distributor of Atwater Kent radios, will have charge of northern California sales of the washer; Pacific Wholesale, Ltd., Los Angeles, is southern California distributor; and Majestic Distributing Company, Seattle, with branches in Portland and Spokane, is distributor in the Pacific Northwest. No distributor has so far been appointed in the Intermountain territory.

B. M. Williams, who during the past ten years has sold Maytag, Meadows, Easy washers on the Pacific Coast, has been appointed direct factory representative in this territory of the household division of Black & Decker.

Markets Swing to New



Sweeping on to New Sales Records

MORE UNITS—MORE DOLLARS

The sensational success of the glorious new 2-tub EASY Washer is the outstanding achievement of recent years in the home appliance field. While others are complain-

ing, EASY is sweeping on to new sales records with the highest priced washer in the line. Now is the time to tie up with America's foremost washer.